PRINTERS' INK

185 Madison Avenue, New York City

Vol. CXXVI. No. 6 New York, February 7, 1924

10c A COPY

WE HAVE OPENED

SAN FRANCISCO OFFICE

IN THE MATSON BUILDING 215 MARKET STREET

IN CHARGE OF

MR. STERLING E. PEACOCK MANAGER



N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK PHILADELPHIA

BOSTON . SAN FRANCISCO

CLEVELAND

"They won't understand"

A famous student of the American press uttered a great fundamental when he observed:

"The average editor overestimates the public's information. He underestimates its intelligence."

He might well have added: "And so does the average advertiser."

The average advertiser studiously refrains from describing the workings of his new engine. Garrett P. Serviss holds millions with his explanation of the solar-system mechanism.

The average advertiser is mightily afraid to aim at the better and better. "Sid" made his great editorial success out of preaching "get ahead."

The average advertiser shuns the scientific and theoretical. A great woman's magazine presents "Better Babies" from science's viewpoint, and finds its readers thirsting for more.

The above is an extract from "They won't understand" in THE INTERRUPTING IDEA for February. Complete copies will be sent to executives upon application.



FEDERAL
ADVERTISING AGENCY, Inc.
SIX EAST THIRTY-NINTH ST., NEW YORK

PRINTERS' INK

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VOL. CXXVI

NEW YORK, FEBRUARY 7, 1924

Rhythm of Campaign-Anothe Yardstick for Advertising

And the Most Important, According to the Author of the Milline System

By Benjamin Jefferson

Advertising Manager of Lyon & Healy, Chicago, and Author of the Milline and Actline Advertising System and the Pagette Plan

IN a free discussion which fol-lowed a brief lecture I gave on the Major Five recently Measurements of Advertising, I was interested to observe that opinions as to the importance of these measurements were very

evenly divided.

However a moment's reflection would show this was bound to be the case, because my audience was a mixed one. The space buyer looked mostly at the first measurement, the Weight of the Message, while the copy writer naturally turned to the second measurement, the Energy of the Copy. owner considered the third measurement, the Ability of Product, as the keynote, while the executives endorsed with especial emphasis the fourth measurement, the Time of the Transaction. For my own vote, I chose the fifth measurement, which I now advance for the first time to the general public—"The Rhythm of the Campaign."

These five measurements I believe are worthy of definite study:

The Weight of the Message.
 The Energy of the Copy.
 The Ability of the Product.
 The Time of the Transaction.
 The Rhythm of the Campaign.

I have already treated the first four measurements at length so I will give only a single example of the value of analysis under each heading. Then we will look at the fifth measurement for a few minutes.

An exact figure on the Weight of the Message is just as important as knowing that two plus two equals four, which is twice as much as two alone. Let us say an advertiser puts his message in the Chicago Evening American for example. Let us say his contract for twelve advertisements is as follows:

Two 600 agate line advertisements Two 400 Five 100 ** 44 Three 50

The present circulation of the paper in question is 404,916 copies. So we find the weight of this message in this campaign to be 1,073 millines. Let us say he hopes to obtain results to exceed a campaign he has run in the past which consisted of forty differently sized advertisements in various competing newspapers. He should have a basis for comparison so he should also work out the weight of the message previously delivered. When he has ascertained this figure in millines he has this computation down to a readerdown to a line. He has a solid basis for expectations, not a hope founded perhaps upon a contract to spend an equal amount of money.

The second measurement of advertising, the Energy of the Copy, is the romantic child of the pro-

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Here it is that we encounter those wonder stories of wizards of the pen who can make America's Queens pawn their family jewels to buy kitchen But here is where our cabinets. feet can be kept on the ground by examining the copy with a knowledge of the comparative strength of the various appeals to human nature, and by bearing in mind the rule of writing from the consumer toward the article, instead of the reverse; the tremendous factor of novelty, etc.

The third measurement of advertising, the Ability of the Product, seems to validate this

"Double your market and you halve your advertising cost."

Yes, but how?

Acknowledge to yourself that everything advertised today will be improved tomorrow. Do the improving today and save half your advertising fund.

If a two dollar article can be sold for one dollar, broadly speaking, you double your market. If an article that appeals to men can be extended to women, again you double. If your goods sell in summer time and you can make them go in winter, again you advance under the third measurement.

The fourth measurement, the Time of the Transaction, is a challenge to the real executive. Largely in proportion to the speed of sales in excess of the speed of the overhead we find our net profits. When you find a way to get the goods out and permanently sold even 10 per cent faster than formerly, you have begun a marked change for the better in your annual statement. Coupons in advertisements; magnetic order blanks in catalogues; plainer and more fetching printing matter generally are a few obvious points.

The fifth measurement, the Rhythm of the Campaign, in my opinion, completes the major measurements. Other specifications, of which there are many, it seems to me apply to certain classes of advertising, or are of interest to a particular class of

workers in the advertising field. But these measurements I advance as universal. They have to do with advertising itself and may be tabulated with sufficient accuracy so that a certain fairly definite rating of any given advertising campaign will result, even if the work be done by intellects as widely divergent as those of a college professor and a selftaught graduate-printer-advertising man; or a druggist saturated in his trade beliefs, or an automobile manufacturer of purely gasoline traditions.

UNEXPLORED COUNTRY FOR MANY **ADVERTISERS**

The fifth measurement calls attention at once to the vital importance of a definite campaign. This trite knowledge to advertising men is as yet such unexplored country to advertisers at large that perhaps the great majority of manufacturers, dealers, and miscellaneous advertisers are proceeding largely upon an experimental basis. If business is good, some of them advertise "because they can afford it"-if business is bad more of them advertise, "because they are hungry for business." All of which is at the other extreme from sound practice.

I have asked such advertisers a few leading questions such as:

"Where would Wanamaker be if after running each advertisement he had sat down and waited to see if it paid?" "Where would Wrigley be if he

had waited on the weather?" "Where would Colgate be if he had stopped advertising time he had a good season?"

And to illustrate the other side of the shield I have often repeated Mr. Healy's remark to me. We were talking of the early days and it transpired that in 1864, thereabouts, shortly after the firm of Lyon & Healy was founded, Mr. Healy took \$10,000 out of his business-a vast sum in those days to a small music store-and spent it in advertising band instruments. I asked him if such a plunge paid -if this advertising had really produced a profit. I asked this



Ceaching a national health habit

Like the family doctor, Nujol has always maintained a role of advisor-in-crdinary to a public which is all too prone to forget the *wby* of its physical ailments.

Its advice has had to be sugar-coated, so to speak. Health has had to be sold on the basis of its desirability—strange as that may sound. The point of contact between Nujol and Health is *internal cleanliness*—the habit through which the good things of health are received.

That the buying public is willing to be taught is evidenced by the market response to Nujol advertising—and to the advertising which the McCann Company is preparing for scores of other well known products.

THE H.K.MCANN COMPANY Advertising

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SAN FRANCISCO MONTREAL question about forty years after the date of the transaction. Mr. Healy replied: "Well, the returns are not all in yet!" And then he added: "And you know that band advertisement is still running."

The Rhythm of the Campaign, if accepted as a standard, makes it a part of the creed of an advertiser to lay out his advertising in campaigns, running periodically over a long term, say, either one, two, three, four or five years. In the case of a retailer it must resolve itself into a determination that on certain days, say, Tuesdays and Thursdays, he will have a good advertisement in the local newspaper—if he is alive.

In national advertising it takes the form of a determination to be represented in certain mediums at regular intervals, and in business-paper advertising it resolves itself into a method of using the indicated mediums to the extent that is deemed sufficient to win a hearing.

I am such a strong advocate of the rhythm of the campaign that I would rather break up a large advertisement into several smaller advertisements than have too much time elapse between appearances in public prints. Very little or nothing startling can be claimed at this late date that will add to the strength of the claims of the fifth measurement.

But in giving explicit consideration to this phase of advertising, I hope to assist in binding a habit which will result in greater efficiency. It is clear that men actively working in advertising are constrained by certain boundaries. Thus the publisher cannot put the same emphasis on the rhythm that I as a disinterested student of advertising may do. A possibly selfish interest of a newspaper looms so large in the mind of an advertiser-especially a virgin advertiser-that he is almost certain to stray away from the imminent truth of the proposition through fear of exploitation. Yet, a newspaper could do no greater service to an advertiser than to tie him hard and fast to the daily life of the community

through a frequent periodical message. A somewhat uncritical attitude of mind is also forced upon advertising agents. They have not only the problem of making a success of an advertising campaign, but they must do it in a manner acceptable to their client. If the client is of the sort that likes to make a sensation-is determined to overplay his hand for short time, it is extremely difficult to effect a smooth rhythm. Of course in all advertising campaigns there must be interruptions followed by a going forward. Disturbances of all sorts arise. But the public is ever there. The opportunity disappears only to reappear in a greater form.

SPEAKING FROM EXPERIENCE

striving to bring about unified preference for high consideration of the rhythm in any and every campaign I am acting on a belief which has grown up through many years of experience. As an example, in a campaign in the Chicago Tribune, fifty fullpage advertisements were taken and the period of appearance was fixed at one a week. The results of this campaign naturally were watched most closely. In the daily returns, which in general might be taken as business resulting from some particular unit, from some one of the fifty pages, the mention was gratifying. But in mention running over a longer period (information secured as the result of a special canvass to identify the source of sales), the credit to the Tribune was much greater. From this it became clear that the buyers' indifference was overcome mainly by the rhythm, in contradistinction from the pull of individual messages.

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We are all familiar with the daily rhythm of a few great department stores in the East, but it may be news to many that M. L. Rothschild, the Chicago clothier, has had a display advertisement in every issue of a certain Chicago paper for sixteen years. Probably the only reason others have not done the same



What do letters like these mean to the advertiser?



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ETTING down to fundamentals, the first thing you buy with advertising dollars is attention. You are paying to have people see your message. If you are using billboards, you want to know how many people pass a given location. If you are

to know circulation figures. Yet these figures in themselves mean little. What the advertiser would really like to know is: "How many of the people I 'reach' actually see and read my message?" In the case of a publication, therefore, any means of determining exactly what the reader interest is should be a major considcration.

using magazine space, you want

Here is a case in point. The American Needlewoman receives thousands of letters from readers requesting back issues. They furnish convincing evidence of the fact that this is a publication that women SAVE. They save it for its needlework directions, for its cooking recipes, for its patterns, for its practical, usable information on the subjects which hold the greatest interest for women.

When you advertise in The American Needlewoman, therefore, you not only "reach" 650,000 substantial home women. You command and hold their concentrated attention. You do intensive sellingand at no greater cost than hitor-miss selling.

THE AMERICAN NEEDLEWOMAN

Read and used by 650,000 home women

W. A. McCurdy, Western Mar. 30 No. Dearborn St., Chicago, Ill.

W. F. HARING, Adv. Mgr. Flatiron Building, New York thing is that they were unaware of the importance of the move their attention had not been directed to rhythm as one of the

great factors.

Let us take a moment to consider rhythm in itself. Man is composed, scientists tell us, of some 28.000.000.000.000 cells. Many of these cells are so independent that our intelligence is quite unable to command them. But one and all are amenable to rhythm. A regular or rhythmic life is the only basis for success with an army of cells. Stimulus in music comes far more from rhythm than from The saying that many a man hears through his feet is really more than a joke. There is a basis of fact. The foot muscles respond to jazz, to the urge of the recurring beat. A musical friend, a critic on a New York paper, once told me that the real reason the American troops defeated the British in the war of the Revolution, was because "Yankee Doodle" had a stronger rhythm than "God Save the King."

"Try it" said he "with your knuckles on your desk—you will soon see how inevitably 'Yankee Doodle' overwhelms the other."

Along this line, in the ever-entertaining biography of Arthur Sullivan the sketches for his tunes in "Mikado" are most enlightening. He presents various settings of "Three Little Maids from School" until he shows the one he finally worked out, one with an insistent rhythm, which is the tune we all know.

Rhythm has this great drawall advertisers and as publishers fully realize. The moment you have decided upon a frequent appearance of your message over a long interval you are apt to diminish your results, (in some cases to the vanishing point) through monotony. The message becomes merely an announcement (that is to say the lowest form of an advertisement, from the energy standpoint). It is not so difficult to be interesting, and full of magnetism, for a few times, but how are we going to keep it Who can write fifty-two

advertisements about one thing, all of which will reach an equally high standard? Yet it must be done or else what you gain in rhythm will be lost in the Energy

of the Copy.

Here, it seems to me, a good plan is to divide the copy in the various major appeals to human nature. If we say we will appeal to Fear; Love; Gain; Honor; etc., in rotation we will go far to break up monotony. In any and all of these appeals we can find an adequate stimulus to consumeraction.

As a final comment may I advance the probability of largely increased sales as the result of the co-ordination of rhythm between manufacturers and local advertising. As a beginning of such a method suppose we picture a nation-wide campaign of fiftytwo display advertisements various lines of trade, one advertisement to appear each week in the local newspaper. Be it under-stood that what I suggest is purely tentative and that this schedule could undoubtedly be vastly improved upon in various details. But the underlying idea, I am certain, is sound. Suppose the institution of advertising is forced upon the attention of manufacturers and dealers in this guise:

Every Monday the department stores use advertisements of nationally known goods.

Every Tuesday all hotels and

restaurants advertise.

Every Wednesday every jeweler to advertise.

Every Thursday all grocers and food purveyors to advertise.

Every Friday every savings bank to advertise.

Every Saturday every automobile dealer to advertise.

Every Sunday every music store to advertise.

Of course all other lines of trade should also choose a day basing their choice upon reasons similar to those which guided me in the above list. Thus, I suggest Saturday for automobiles because

a regular week-end appeal: "How (Continued on page 102)

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In automobile display advertising for the year 1923, the Brooklyn Standard Union took third place of all afternoon papers in Greater New York. After all, it is the selling of the goods which counts.

R. G. R. Shuntingan

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

When Taxation Information Is Desired

Help That the Bureau of Internal Revenue Will and Will Not Give

Special Washington Correspondence

THE Bureau of Internal Revenue of the Treasury Department is receiving a great many inquiries about taxation matters that present questions which cannot be answered because the writers are not legally entitled to the information requested.

Daily, attempts are made to get a line on competitors; but facts regarding the tax returns of individuals and individual firms or corporations are never made public, and they are never divulged to anyone who is not entitled to the information under the law.

Section 257 of the Income Tax Act states, "That returns upon which the tax has been determined by the Commissioner shall constitute public records; but they shall be open to inspection only upon order of the President and under rules and regulations prescribed by the Secretary and approved by the President."

A provision is made in the act which allows the proper officials of those States which impose income taxes to have access to the tax returns of residents of their States. The act also provides that bona fide stockholders of record holding 1 per cent or more of stock in corporations shall, on application to the Commissioner, be allowed to examine the annual income tax returns of such corporations. And it is also provided in the act that anyone making public the information secured in this way shall be fined not to exceed \$1,000 on conviction of the misdemeanor.

General information of tax returns is published from time to time by the Treasury Department in the form of statistics of income; and the latest publication includes statistics based on the returns of net incomes for 1920, the capital stock tax returns of 1922, the Federal estate tax returns for the period from 1916 to 1921,

and the annual report of the Commissioner of Internal Revenue for the fiscal year of 1923,

Copies of the last publication on the subject, "Statistics of Income," may be obtained by anyone from the Government Printing Office, Washington, for fifteen cents a copy. The booklet gives an idea of the facts and information that will be given out by the Treasury Department after later figures have been compiled and made public through press releases furnished to the newspapers.

INFORMATION MADE AVAILABLE

A chart is contained in the booklet showing, by income classes, the number of personal income-tax returns filed for the calendar year ended December 31, 1920. For the same year, tables are given which show the distribution by States and territories and by population; personal returns, by States and territories, and per capita distribution; simple and cumulative distribution. by income classes and personal returns; classification by sex and family relationship, and distribution of personal returns by sex and family relationship; income exempt from normal tax; service, business and property as sources of income; sources of income and deductions, by income classes; and income reported from business pursuits.

Corporation income tax returns for the year are also presented in numerous statistical tables, by groups and classes. Income returns by States are given, as well as income from foreign investments, tables showing the progress of income taxation, a summary of income and tax reported by years, capital stock returns, Federal estate tax returns, and a series of basic tables.

Questions regarding later information and figures on any or

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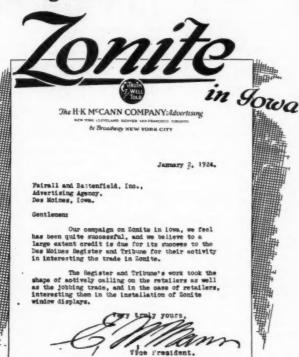
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How The Des Moines Register and Tribune assisted in putting over-



-in addition to giving the advertiser a responsive circulation of over 140,000 daily in Des Moines and Iowa-The Des Moines Register and Tribune extends efficient, personal merchandising service—the sort that brought this letter from The H. K. McCann Company.

Ask our representatives-I. A. Klein, New York City; Guy S. Osborn, Chicago; Jos. R. Scolaro, Detroit; C. A. Cour, St. Louis; R. J. Bidwell Company, San Francisco and Los Angeles; Gravure Service, New York City

all of these general topics will be answered by the Treasury Department, provided the information is accessible and the figures com-And the subject can be summed up by stating that any inquirer is considered by the Department to be entitled to any general information on tax matters, as outlined above, or on matters that intimately concern him or his business as provided by the Income Tax Act; but that he is not entitled to information concerning the tax returns of any individual concern in which he is not financially interested to the amount of stock required by law. Several words of caution are

necessary: Several members of the Department's organization mentioned to PRINTERS' INK the necessity of clearness, brevity and plain statement in all letters addressed by the public to the Treasury Department. Many letters are received every day that are vague in meaning and capable of several interpretations, and it is impossible to answer them intelligently. Frequently, even the officers of large concerns evidently assume that the Department is familiar with all of the details of their business, write their letters accordingly, and then resent the necessary requests for further particulars. Others attempt to state their cases hypothetically, which, in many instances, does not entitle them to the information requested.

In every case, letters to the Treasury Department regarding internal revenue matters should state the writer's qualifications, all of the facts pertinent to the business under discussion, and direct questions as to the informa-tion desired. Then, if the writer is legally entitled to the information he requests, his letter will be answered promptly and satisfactorily.

Overseas Motor Service Advances M. P. Nolan

Michael P. Nolan, has been made vicepresident and general manager of the Overseas Motor Service Corporation, New York. Mr. Nolan was formerly technical manager of the company.

Socony Burner Account for Frank Presbrey

The advertising account for the So-cony Burner Corporation, a subsidiary of the Standard Oil Company of New York, has been placed with Frank Presbrey, Inc., of that city. The com-pany manufactures a new type of oil burner for domestic use. Advertising plans are incomplete as yet.

Baltimore "American" and "News" Changes

John E. Cullen has been made pub-lisher of the Baltimore American and Sunday American. J. Thomas Lyons and T. F. McPherson will be in charge of the Baltimore News. Mr. McPherson was general manager of the News.

Will Direct San Francisco Office of Lord & Thomas

John D. Cole and Dwight W. Jennings, both of whom have been with the Chicago office of Lord & Thomas, have been appointed to direct the new office which that agency has started at San Francisco.

Buffalo Newspapers Appoint W. E. O'Brien

William E. O'Brien, for the last five years in charge of financial advertising with the Buffalo, N. Y., Courier and Buffalo Enquirer, has been appointed advertising manager. He succeeds the late Malcolm R. Clissold.

Ajax Rope Account for Thresher Service

The Ajax Rope Company, New York manufacturer of manila and sisal cordage and wire rope, has placed its advertising account with the Thresher Service, New York advertising agency.

Robert D. MacMillen Joins

Barton, Durstine & Osborn Robert D. MacMillen, recently director of sales and service of Albert Frank & Company, New York advertising agency, has joined the staff of Barton, Durstine & Osborn, also of that city.

J. J. Cremmen, Advertising Manager, Boston "American

John J. Cremmen, formerly with the advertising department of the William Filene's Sons Company, Boston, has been appointed advertising manager of the Boston American.

H. S. McLeod Joins Charles Daniel Frey

Henry S. McLeod has joined the staff of Charles Daniel Frey Advertising, Inc., Chicago. For the last four years he has been with the Woman's Home Companion at Chicago.

The house on the hill—

Bred in the traditions of our country, we know that the houses down by the railroad tracks hold hearts as honest as any that ever beat in houses on the hill—

But,—common sense tells us where the purchasing power lies.

You'd be proud to enter any home where the Boston Evening Transcript goes.

Boston Ebening Transcript

Highest ratio of buyers to readers

National Advertising Representatives

CHARLES H. EDDY CO.
Boston New York Chicago

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the tisour R. J. BIDWELL CO. San Francisco Los Angeles

Ramsay MacDonald Greets America

MANY weeks before the British elections, William H. Crawford set out for England with instructions from Collier's to interview Ramsay MacDonald. A few days after the elections he was with Mr. MacDonald in his simple little house in the cold Scottish highlands.

So, in this week's Collier's appears an extended interview with Mr. MacDonald—the first to appear in any national publication since he became Prime Minister of England. He sends a greeting to America, which reveals the simplicity and strength of this man who is at the head of the first labor government to take, without bloodshed, the reins of power in a great world state.

The interview, and Mr. MacDonald's message, were written before Labor took over the government, but after the elections, and at a time when it was almost certain that he would be prime minister.

The press is prolific in opinions about the man who directs the greatest political experiment of the day. But what sort of man is he? What does he want? What are the facts?

This article is another example of the journalistic alertness and energy with which Collier's gives its readers facts, not opinions. It is typical of the editorial policy which attracts men and women who are eagerly interested in new things and new thoughts, whether they concern politics or advertised products.



Colliers

in more than a million homes

The Crowell Publishing Company

381 Fourth Avenue

New York, N. Y.

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How Result Getting Advertisers Sell Chicago

Selling goods in Chicago, as experienced and successful advertisers know, is simply a matter of reaching the buyers through the medium to which they are accustomed to look for buying information.

That medium is The Chicago Daily News.

This fact is proved by The Daily News' year-after-year leadership in the majority of major classifications of display advertising, as well as by its sustained leadership in the number of classified "want-ads" printed.

Here are the figures showing the distribution of major classifications of advertising for the year 1923:

•	Lines		Lines
AUTOMOBILES		FOODSTUFFS	
The Daily News First	595,204	The Daily News First	710,301
The Post next	513,328	The American next	676,970
BOOKS		FURNITURE	
The Daily News First	176,859	The Daily News First	998,956
The Daily Tribune next	127,429	The American next	689,049
CHURCHES		HOUSEHOLD UTILITIES	,
The Daily News First	76,230	The Daily News First	177,388
The Daily Tribune next	20,779	The American next	98,440
DEPARTMENT STORES		REAL ESTATE	
The Daily News First	6,102,642	The Daily News First	120,103
The American next	2,687,257	The American next	115,412
EDUCATIONAL		TOTAL DISPLAY ADVERTISING	
The Daily News First	105,107	The Daily News First 19	4,931,464
The Daily Tribune next	90,369	The Daily Tribune next1	1,492,547
"OUT OF THE LOOP" STORES		CLASSIFIED ADVERTISING	
The Daily News First	1,429,455	The Daily News First. 1,023	,154 ads.
The American next	531,923	The Daily Tribune next 888	,903 ads.

Thus, year in and year out, the judgment of advertising experts in the Chicago field confirms with increasing emphasis

CHICAGO DAILY NEWS

First in Chicago

How Rollins Gave New Name to Thirty-one-Year-Old Product

Advertising Given Full Credit for Establishment of Nationally Known Business in a Year's Time

By Mac Harlan

Advertising Manager, Rollins Hosiery Mills

THE problem of changing an old, established name for a new one has always been fraught with many dangers. No doubt there are manufacturers in nearly every line of business who feel that a change in brand name and, possibly, in firm name, would give a new selling impetus and a better connotation to their products. Yet, when they turn over in their minds the troubles that are likely to occur as a result of such an attempt, the idea of making a change is usually abandoned with some regret.

There can be no doubt about it. There is much danger in attempting to drop a name that has been established for years, especially if a successful business has been built around it and it has become well known in many communities through generations of use. The thinking manufacturer about to make such an attempt cannot help but hesitate when he considers the difficulties and dangers that may arise. In the first place, much antagonism is bound to come from the trade, including, as a rule, both the jobber and re-

Many a dealer feels that the manufacturer is doing him an injustice upon the discontinuance of an established mark of identification which appears to the merchant to be entirely satisfactory from every standpoint. Many times the merchant objects because he has firmly implanted the old name of the product in the minds of most of his customers. Often he has advertised the old name assiduously and successfully, sometimes over a period of many years. The people of his community are asking for the product by name. They associate the old

name with quality and service. Why should he (the dealer) be willing to adopt a change in the name of a product that is an old friend; one that has made money for him? Why should he be willing to have the old name changed for a name that is entirely newa name that his customers never heard before and know little or nothing about? To his way of thinking it simply means that he has to begin all over again and, in a way, merchandise the product just as though it were an entirely new item in his stock.

MUCH EXPENSE IS INVOLVED

But objection to a change in name coming from jobber or retailer, or both, is only a small portion of the possible grief that many manufacturers believe they can foresee when such an attempt is thought of or decided upon. There is the immense task and vast expense of remaking labels so as to incorporate the new name, changing all printed office forms, buying new letterheads, making up entirely new editions of catalogues, price lists and so forth. Then, too, there is the necessity of scrapping much material bearing the old trade name, with a consequent large loss of money and time. The ideal way, of course, to change printed mat-ter would be to use up the old and gradually replace it with the new. Yet, only too often, it will be found that there are large quantities of many forms, such as order blanks and invoices, which have to be changed immediately, the old forms thus representing a total loss except for what they are worth as scrap paper.

Then there looms the task of selling the sales force on the new

name which is, in itself, a dangerous undertaking, sometimes resulting in the resignation of a few of the irreconcilables who cannot see the light. But, even after one's own sales force is won over, there is the job of explaining and proving the same thing over and over again to jobbers' representatives, retail salespeople, and everyone else in any way connected with the distribution of the product, including the ultimate consumer himself.

This, then, was the problem which presented itself to the owners and executives of the Rollins Hosiery Mills (then Des Moines Hosiery Mills) when someone suggested that the name "Armor Plate" was no longer a good one for a product consisting of highgrade silk, cotton and wool hosiery in many styles for men,

women and children.

It happened that there was no lack of agreement upon the point that a change in brand name would be efficacious. But there was much question as to how such a change could be effected without at least a temporary substantial loss of business and some embitterment on the part of the trade. It was also necessary to reckon on the large actual money loss that is usually bound to occur as a result of relabeling alone, not to mention the thousand and one other changes which are necessary in printed matter, catalogues, price lists, and office forms of all kinds. In fact, the problem ap-peared so portentous that it was debated for many months before the decision was finally made to take the plunge.

NEED OF ADVERTISING CONCEDED

There was one thing which those in charge of the business had only reckoned with in passing while considering all the methods for making the change in name as quickly and thoroughly as possible -the force of national advertis-Of course, advertising had been considered all along as a necessity in making the change a success. In fact, there was never a thought of undertaking such an

important step without its aid. Yet, it was not, by any means, considered as one of the most important factors. In fact, a national advertising campaign for the product had already been tentatively decided upon. So the determination to advertise at such a time was not, in any sense, a result of the decision to make the change in brand name. the reverse was true, as it might be said that the decision to change the brand name was really one result of the plan to begin a national advertising campaign.

To look back, it seems rather unusual that the decision change the name and to begin the national advertising by featuring the new name was settled upon before any particular thought was given as to what the new name should be. Many suggestions were made, but they consisted mostly of coined words and none of them seemed just to fit. In nearly every one there seemed to be a too obvious attempt at cleverness.

Finally, someone suggested that the name of the founder of the organization, which was also that of the present owners, would be a logical selection. It was felt that such a name would be dis-tinctive and would lend a personal background to the product which would be very much worth while. After much discussion and some hesitation on the part of the owners of the business (probably due to modesty) the name "Rollins" was unanimously adopted to take the place of the old brand name, "Armor Plate"-a name which had been established almost thirty years before, and one which had become well and favorably known locally, if not nationally, in nearly every part of the United States. The distinction is made between "locally" and "nationally" because the name was well known only in restricted areas where it had been pushed and advertised locally by dealers who, in some cases, had handled the line for as long as a quarter century or more. It had never been nationally advertised.

Of course, it is not always possible to name a product after the

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founder of a business or the present owners. In many cases, the construction of the name itself makes its use undesirable in connection with the article manufactured. In the case of "Rollins," however, any coined or selected word could not have possibly fitted any better into the brand name combination. Rollins happens to have all the qualities desired in a brand name. It is not common; yet it is easily spelled and pronounced. It is just different enough to be remembered without difficulty. For advertising purposes no selection could have been better from the standpoint of typography as it just happens that "Rollins" has exactly the same number of letters as "hosiery," the other word in the combination.

The selection of the new name, however, did not end the difficulties encountered in mapping out the advertising campaign that was to follow. There must be some way in which to identify the new name with the old product. Such an identity was, in this case, very essential, as the product under the old name of "Armor Plate" was enjoying popularity and had a reputation for quality wherever it was known. It was deemed that the easiest way of accomplishing such a purpose was to tie up the new name with the old in such a way as to allow the new gradually to absorb the old So the first advertisements of the new campaign were prepared and a symmetrical logotype of the two names worked out as shown in a reproduction given herewith. The same combination of words as given in the reproduction referred to was used throughout the copy. In this way, the identity of the old was closely tied up with the new.

Nearly always it is valuable to have the brand name a part of the firm name when possible. So much so that in recent years many concerns have made the necessary changes in order to get this additional identification and simplicity. Therefore, since the name of the Rollins product was to be changed, it was thought best to

make the tie-up complete by changing the name of the organization to coincide with that of the merchandise manufactured. So the firm's articles of incorporation were amended to read "Rollins Hosiery Mills" instead of "Des Moines Hosiery Mills.' Thus the brand name "Rollins" was given additional prominence and the hook-up was complete. A dealer, in directing his correspondence, no longer had to think of the brand name and then wonder what firm name he should use.

ROLLINS Armor Plate HOSIERY

GIVING THE NEW NAME, AND QUIETLY HOLDING THE OLD

After some months of preliminary work on the part of the agency and the Rollins advertising department the first announcement was ready for the press. This consisted of a double-page spread in a magazine of general circula-tion and a similar double-page announcement in dry-goods trade journals. The copy told briefly of the change in brand name and just why the change was thought necessary. The logotype "Rollins Armor Plate Hosiery" was used each advertisement was signed "Rollins Hosiery Mills," while underneath, in smaller type, was the tie-up with the old firm name in parentheses; thus "(formerly Des Moines Hosiery Mills)". The copy, however, was not only an explanation of the change in name-it was also an announcement of the beginning of the first national advertising ever done by Rollins.

Following this first announcement, a consumer campaign of full pages was planned to appear monthly. The several things that this campaign was to make known were first, the fact that quality hosiery could be just as efficiently produced in the best agricultural sections of the country as in the

congested manufacturing centres of the East; that it was on sale by many thousands of local merchants everywhere; that its cost was reasonable; and that, price for price, it had all the desirable features of style and service obtainable in any other brand of hosiery.

The last, but by no means the least important, group to whom the change had to be sold was the sales force. Nothing was said about the contemplated change to any of the salesmen in advance of its adoption. All information was withheld from them until time for the annual sales convention. This was done with malice aforethought. It was felt that to sell the sales force on the change was of very great importance because they, once sold, could, in turn, do much to convince each dealer that a wise thing had been done. Of course, the announcement of the change might have been made to the sales force by personal or general letters, but this could not possibly have been so satisfactory as to present first the plans to the group as a whole -then, if there were certain disgruntled individuals who were still unbelievers, to convince them in personal conference with the sales manager.

On the day the convention was called there was no inkling of what was impending and very few, if any, of the salesmen knew that anything unusual was in the Even the convention programs had been printed with the old firm name and nothing indicated the important announcement that was to be made at one of the general sessions on the second

day of the convention.

When the meeting opened, proofs of the two-thirds page newspaper announcement of the change in name, which was to appear in Des Moines afternoon papers of that day were distrib-uted to every one in the room. The buzz of excitement which followed this first general an-nouncement did not subside for When it did subside some time. to some extent, the sales manager

called the meeting to order. He told briefly and pointedly just why the management had seen fit to carry out such an important project as a change in the name of product and firm. He proved to the men that it would be to their advantage to accept the new name and to do everything within their power to create a quick and favorable acceptance for it on the part of the trade. If there were many doubtful ones at the beginning of his talk he had made enthusiasts of nearly every one of them before he was through.

The second part of this meeting was conducted by the advertising manager, who proceeded to tell the group of the plan for national advertising that had been decided upon. He told them how it would not only help to make the new name a quick success, but would eventually establish a "place in the sun" for the merchandise

which they represented.

Then, to cap the meeting, the head of the advertising agency presented a carefully planned, graphically executed presentation of the whole advertising plan, illustrating it in such a way as to leave no question as to its practicability in the minds of the men, even to the minutest detail. When the meeting was over there was not a man in the room who was not thoroughly and enthusiastically sold on the whole program as presented.

AN EXPLANATION TO THE TRADE

The week following the sales convention, the trade-paper announcements were published. Also a folder was prepared and mailed to the entire list of Rollins accounts, as well as to several thousand selected prospects. folder explained the reasons for the change in name and pointed out why it would be to the ultimate advantage of the dealer to change from the old to the new just as soon as he could accustom his trade to the new designation. It suggested to the merchant that in his local advertising the name "Armor Plate" be tied up with

(Continued on page 25)

If you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia the reply undoubtedly would be

"Put it in The Bulletin"

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER



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NEW YORK

814 Park-Lexington Building (46th & Park Ave.)

CHICAGO

Verree & Conklin, Inc. 28 East Jackson Boulevard Net paid circulation for the year 1923 505,035 copies a day.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

DETROIT

C. L. Weaver Verree & Conklin, Inc. 117 Lafayette Blvd.

SAN FRANCISCO

Harry J. Wittschen Verree & Conklin, Inc. 681 Market St. LONDON

Mortimer Bryans 125 Pall Mall, S. W. 1

PARIS

Ray A. Washburn 5 rue Lamartine (9)

(Copyright, 1924-Bulletin Company)



PEPSODENT'S \$100,000 investment in Journal advertising

PACK in 1918 PEPSODENT began to use the New York Evening Journal. They started with less than 2,000 lines; in 1923 they used more than 27,000—six years of continuous, profitable advertising—now starting on the seventh.

During these six years the PEPSODENT Company invested more than \$100,000 in Journal advertising, an amount far greater in dollars and lineage than placed with any other New York paper. All of which shows several things:

That the New York market is so vast that even such a well-known product can work it profitably year after year.

That Journal advertising pays—year after year.

That the million daily readers of the New York Evening Journal are the most

responsive and profitable group of consumers that the PEPSODENT Company or any other company can reach in New York.

That the merchandising cooperation the Evening Journal offers a six-year advertiser is just as valuable and enthusiastic as that given a new one.

What particular information would you like about this market, this medium or this merchandising service?

NEW YORK EV

America's Great

THE PEDSAGENT

GENERAL OFFICES



LABORATORIES

CHICAGO January 23, 1924

The New York Evening Journal, 2 Columbus Circle, New York City, N. Y.

Gentlemen:

I wish to take this opportunity to thank you for the splendid cooperation which you extended to us during the past year. You have certainly come through on every promise that you have made and the results have been most gratifying. We extend to you our appreciation and look forward to the continuation of the same pleasant relations in the future. Your merchandising service is certainly wonderfully organized and you are in a position to give splendid service to the advertiser.

With kindest personal regards.

Yours very truly,

THE PEPSODENT COMPAN

Harlow P. Roberts-R

SALES MANAGER'S MAP OF THE NEW YORK MARKET, giving all towns down to 100 population, sent on request.

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Proof-

of large scale selling power in a responsive market is given below. The statement is based on the figures, covering 122 leading newspapers in 28 principalcities, issued by the New York Evening Post.

Of the 122 newspapers in the 28 principal cities of the United States only 8 made greater gains inadvertising lineage in 1923 than The Milwaukee Journal. Only 3 of these had a larger percentage of increase.

Write for a survey of your sales possibilities.

The Milwaukee Journal's total advertising volume of 18,354,313 lines gives it fourteenth place among the 122 newspapers. The increase was 2,087,357 linesJournal FIRST- by Merit the new name "Rollins" in much the same way that they were being connected in the national cam-

Of course, the change in na-tional copy from "Rollins Armor Plate Hosiery" to just "Rollins Hosiery" was not made overnight. The change was one of gradual transition, consisting of slowly playing up the word "Rollins" and diminishing the old "Armor Plate" trade name. In each succeeding national advertisement the "Armor Plate" part of the logotype was made smaller and smaller until finally, six months after the change was announced, the old name was left out of the advertising altogether.

In the packaging of the goods there was also the same problem as in the advertising. The name "Armor Plate" had to be retained as a small part of the new labels that were worked out immediately after the new name was decided upon. But it was placed so that it could be readily eliminated

when the time came.

As soon as they could be worked out and printed, new labels were placed on goods in process of manufacture. There was, however, much finished material in the warehouse which carried nothing but the old "Armor Plate" label. The labor of entirely relabeling all the then finished merchandise would have been so great that it was decided to wait until the old stock was at least partially diminished before complete relabeling operations were commenced. However, during the first slack period of midsummer many workers were put on the job of relabeling all old stock remaining in the warehouse, with the result that within a few days no shipments were being sent out with old labels.

In order to make sure that dealers were using the new name in their local advertising in conjunction with, or in place of, the old trade-mark, a nation-wide clipping service was subscribed to. Through the clipping service it was found that many dealers, largely by force of habit, were

still advertising the old name "Armor Plate." In every such case a personal letter was written, pointing out to the merchant the advantages of tying up with the new "Rollins" name if he were to get the benefit of the national advertising. In nearly every instance of this kind, observation of later clippings showed that the dealer had decided to profit by the advice and feature the new name, either in combination with, or in place of, the old. Wherever a dealer has been found persistent in the use of the old name exclusively the salesman has been requested to use his persuasive powers in an endeavor to get the merchant to see his mistake. This has usually had the desired effect.

As to the results of this important epoch in the Rollins business -well, they have been even more satisfactory than the most opti-mistic had hoped. In the short space of little more than a year the combined force of effective advertising plus personal salesmanship has succeeded in discarding a very old, but unsatisfactory, brand name for one much more desirable. Instead of the loss in sales which might have been anticipated, the company has had the biggest and best year in point of sales volume that it has had since the establishment of the business thirty-one years ago.

Buick Caters to Tourist Needs

The Buick Motor Company, Flint, Mich., among additional facilities, proposed for various parts of the country, plans a branch building at Jacksonville, Fla., designed primarily to serve tourists to Florida who drive Buick cars. The purpose is to provide Buick owners with as prompt and intimate factory attention as that enjoyed in the larger cities.

The Buick company plans an expen-

The Buick company plans an expen-diture of \$11,000,000 on new buildings and equipment at Flint and Detroit alone, during 1924, to bring its production capacity up to 1,200 cars daily.

More than 200,000 were built during

Jones Tea Sales Larger

The Jones Brothers Tea Company, Inc., reports sales for 1923 as \$20, \$70,779 in comparison with \$17,282,902 for 1922, an increase of 20.76 percent. These figures do not include the jobbing and wholesale departments of

Puget Sound Will Tell It to California

Will Be Advertised in California and Elsewhere as a Resort Section

By Willis Brindley

THE Puget Sound country is going after tourist business this coming spring with a triple-barreled campaign that will bulk large in space and represent the concentration in one program of

three separate funds.

And the campaign will not stop with efforts to attract to the salubrious climate of Puget Sound the residents of hotter places in the East and Middle West, but will invade California, long the Mecca of tourists, pointing out to those who have gone to the Golden State in search of scenery and climate that a country even more attractive—at least for the summer months—lies only a few hundred miles north, and may easily be reached by train, boat or motor car.

The co-operating agencies which will try to put over this message during April, May and June, are the railroads, the city of Seattle and several other Puget Sound cities besides Seattle, which will unite with Seattle in a campaign directed toward prospective tour-

ists.

A FORERUNNER OF THE CAMPAIGN

Two years ago, as related at the time in a report in PRINTERS' INK, the city of Seattle raised an advertising fund which was spent for the purpose of pointing out, in advertisements segregated as to mediums and appeal, the industrial claims of Seattle and the attractions, to visitors, of the Puget Sound country, designated in advertisements as the "charmed land."

This advertising brought in an enormous volume of inquiries for booklets and a considerable increase in tourist travel was noted during the summer of 1922 and a very large increase during the

summer of 1923.

As has also been noted in PRINTERS' INK, three railroads are now co-operating on an ambitious plan to build up the Puget Sound country, these being the Northern Pacific, Great Northern and the Chicago, Burlington & Quincy.

A tourist campaign quite naturally dovetails in with this program. The railroads have agreed, therefore, to concentrate their fire, during the months of April, May and June, in big-space advertising in magazines of national circulation and in daily newspapers, and it is reported that they will spend in these three months, roughly \$500,000.

SEATTLE TO BE ADVERTISED AS HEAD-OUARTERS

While this is going on, the city of Seattle, which has raised a fund of \$80,000, will spend \$65,000 of this sum in advertising intended to make Seattle headquarters of the charmed land. The Seattle advertising will try to sell the Puget Sound country and the climate, but more particularly the city of Seattle.

The third barrel in the advertising program will be a campaign paid for jointly by Seattle, which has contributed \$15,000, Vancouver, B. C., with \$8,000, and the cities of Tacoma, Bellingham and Victoria, B. C., which are contributing smaller sums, decided upon in accordance with population, the whole to make a fund of \$33,000, which will be spent in California.

Full-page newspaper advertisements are scheduled for San Francisco, Los Angeles, San Diego and other tourist centres, inviting Californians, or temporary sojourners in California, to try Puget Sound for a change—a change which the advertisements will attempt to show to be for the better.

Gen. L. D. Tyson Buys Knoxville "Sentinel"

General L. D. Tyson and associates have purchased the Knoxville, Tenn., Sentinei from Curtis B. Johnson and associates. In the new organization General Tyson will be president and publisher and Wiley L. Morgan will be vice-president and managing editor and personal representative of General Tyson in the operation and management of the property.

Tyson in the operation and management of the property.

General Tyson is the owner of manufacturing, mining and other interests, and is now candidate for the Democratic nomination for United States. Senator from Tennessee.

Mr. Morgan has been managing editor of the Sensinel for twenty-five years and a stockholder and secretary of the corporation for the past eleven very. vears.

The organization will remain un-changed in other particulars, N. A. Rouse continuing as business manager, H. L. Baker as circulation manager, H. L. Baker as circulation mand Walter Barton as treasurer.

Sweeney School Account for Ruthrauff & Ryan

The Sweeney Automotive & Electrical School, Kansas City, has placed its advertising account with Ruthrauff & Ryan, Chicago advertising agency. Magazines, farm, and mail-order publications are being used.

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Iowa Press Association Elections

E. P. Harrison, publisher of the Oakland Acorn, was elected president of the Iowa Press Association at its recent meeting at Des Moines. Other officers elected were: Vice-president, E. K. Baldridge, Bloomfield Democrat; recording secretary, O. W. Hill, Leon Reporter; treasurer, R. G. Ray, Grinnell Herald, and directors, J. W. Lucas, Madrid Register-News, Walter T. Beall, West Union Argo-Gasette, and J. H. Hoogenakker, Audubon Republican.

Allen Martin Advanced by Terre Haute "Post"

Allen Martin has been appointed business manager of the Terre Haute, Ind., Post of which he has been advertising manager. Walter

Walter A. Letzler, who had been business manager, has resigned to be-come general manager of the Muncie, Ind., Press.

Permutit Company Appoints

The Permutit Company, New York, manufacturer of water conditioning and water softener equipment, has appointed George Batten Company, Inc., as advertising counsel.

The George L. Dyer Company 42 Broadway New York

Western Offices 76 W. Monroe St. Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Getting Old Customers to Land New Ones

A Series of Letters Frankly Asking the Co-operation of Its Customers Which Helps the Maker of Bluebird Pearls, The Henshel Company, to Land Many New Names on Its Books

ETTING customers to help Gone get other customers is a plan which, though not new, is not used as widely as it could be. The Henshel Company, of New York, maker of Bluebird pearls, practices this method of obtaining new customers with real success and does it by the means of let-

In the beginning of the process a certain letter is sent out to old customers which is typed entirely on the right half of the letter-head. This is letter number one, and it reads as follows:

This letter is one-sided. It's purely selfish—I admit it. Frankly, I am looking for help and you can give it to me. I have just recently become one of the happy Bluebirds and my job is not only to help and co-operate with our present customers, but to get new customers as well. I'm sold on Bluebird Pearls or I wouldn't be here. You are, too, or you wouldn't be handling them. I'd like to get 1,000 new accounts;

I'd like to get 1,000 new accounts; but one word of recommendation from you, a satisfied Bluebird agent (I hope), means more than all the "ballyhooing" I

Can do.

Won't you give me the names of a few of your relatives and friends who retail jewelers-anywhere in are retail jewelers—anywhere in the United States—they ought to know about Bluebird Pearls. Just give me their names and I'll do the rest. Help me make this letter a two-sided affair. Your friends will profit by it and you'll be making my job so much easier.

Use the enclosed Government postcard.

Many thanks.

THE HENSHEL COMPANY, OTTO J. MAAK, Sales Promotion Manager.

P. S. for luck. String along with "Bluebird"

With letter number one is included a return postcard. reads:

Dear Maak: Sure! I know several jewelers who should know about Bluebird pearls (if they don't know about them now). Here they are: (Then follows space

Glad to help you and hope you land them all.

This letter is then followed by another thanking the dealer for sending in names and asking him if he will write these people about experience with Bluebird pearls. Here is the letter:

Many thanks for your reply to my one-sided letter.

You know a prize-fighter is very seldom knocked out with one punch—it's the succession and force of blows makes a man drop.

makes a man drop.
It's the same in business. You seldom "land" a man on your first visit or your first letter, but hit him hard and often enough and he's bound to fall.
You were kind enough to give us the names of (then follow the names) whom you believed should be handling

Bluebird Pearls if they weren't already handling them. Well, they're not.

handling them. Well, they're not.

Can we add insult to injury and ask you to write these people and tell them frankly what your experience with Bluebird Pearls has been and we'll do the same

Our letter will be the first blow— yours will be the knockout. I know you'll say "That fellow has a lot of nerve"—but then, so has a prize-fighter.

Thankfully yours, THE HENSHEL COMPANY.

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P. S. 1. Addressed stamped envelopes are enclosed for your convenience,

P. S. 2. We are also enclosing a copy of our letter to Mr. P. S. 3. String along with "Blue-bird" for luck.

Henshel Company has found this a very effective method of obtaining customers which it has not before been able to land. The old customers take the proposition in good part and a great many of them are willing to do what they can to help the company boost its product.

In order to do this sort of thing. however, one must, of course, be on very good terms with his cus-There must be a strong feeling of good-will between buyer and seller.

Leaves Norristown, Pa., "Times-Herald"

W. J. Magers has resigned as president of Norristown Herald, Inc., Norristown, Pa., publisher of the Times-Herald.

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ADVERTISING is a selfish business. It seeks to impose certain influences over people in the spending of their own money so they will spend it in a way that reacts to the profit of the advertiser.

And the more selfish advertising is—the betteritis. The more insistently the advertiser demands an adequate return in dollars and cents on his advertising investment, the lower the selling cost and the greater the value to the consumer. Every one profits most from advertising that is done most selfishly, most strictly upon the principle of maximum return per dollar invested.

Do you advertise selfishly enough?

Are you content to invest hardwon dollars for intangible and ephemeral good will? Are you content to expend your appropriation for consumer acquaintance with your product, when there is a better way to invest in advertising?

Get results for your advertising in sales. Sales are tangible. Sales pay dividends. Good will is a fine thing to have, but it is the dollars

that the consumer exchanges for your product in the open market that keep the factory running and the dividends satisfactory.

Much so-called "national" advertising creates good will, builds prestige, creates consumer acceptance and accomplishes much good, but such periodical publication advertising is too thinly spread to insure adequate distribution and adequate sales. It is newspaper advertising that makes the sales. Newspaper advertising turns prestige into dollars.

Many products advertised in periodical publications of general distribution have a splendid reputation in Indianapolis and the Indianapolis Radius, but they aren't selling. Newspaper advertising will capitalize on the prestige and make it productive.

The Indianapolis News actually sells millions of dollars worth of merchandise in Indiana every year. The Indiana retailers know that. So, too, do the manufacturers who have tapped this rich market by the use of News space.

Build prestige if you will. If you want sales plus prestige and good will with the 1,806,209 people who live within the seventy mile radius from this capital city, The Indianapolis News will build them for you.

You can't kid

The retailer's Sunday ad or his Tuesday ad or his Tuesday ad or his Friday ad is a mighty serious proposition with him. If the folks who read the paper don't show themselves in the store the next day, his advertising has been wasted--according to his point of view.

¶"Cumulative effect" doesn't sound very impressive to the retailer. He judges by what his cash register says the next day.

A RETAILER

That's how he goes in for advertising.

The overwhelmingly large lineage that retailers of Baltimore used in the Sunpapers in 1923 speaks eloquently for their pulling power.

■ National advertisers can very profitably follow in the footsteps of Baltimore retailers.

The Sunpapers in 1923
Carried 32,000,000 Lines
of Paid Advertising
A Gain Over 1922 of 3,000,000 Lines

Everything in Baltimore Revolves Around

THE



SUN

MORNING

EVENING

TV S OSBORN

JOHN B. WOODWARD Room 1513, 110 E. 42nd St., New York GUY S. OSBORN Tribune Bldg., Chicago



After the breakfast dishes

In this rich Indiana market, THE STAR is a direct and economical road to women readers, during its ten daylight hours of activity. Here is the report of a large buyer of advertising space, who made an exhaustive, house-to-house stud:

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR:
TERREHAUTESTAR

QUALITY PUBLICATIONS

"Hundreds of Indianapolis women have just as much time for newspaper reading during STAR TIME as during the Mah-Jongg and theatre hours after dinner, BUT 46.6% HAVE MORE TIME FOR READING DURING STAR TIME.

"Hundreds of Indianapolis women find equal enjoyment in THE STAR and its principal newspaper neighbor, BUT MORE THAN 40% PREFER THE STAR for its news and editorial features."

THE INDIANAPOLIS STAR

KELLY-SMITH CO. Aarbridge Bldg., New York Lytton Bldg., Chicago FOREIGH REPRESENTATIVES R. J. BIDWELL CO. 742 Market St., San Francisco Times Bldg., Los Angeles wa

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Is Advertising Ethical When It Runs Counter to the Spirit of the Prohibition Amendment?

To What Extent Should Manufacturers of Products Which Edge into This Territory Respect the Law?

By W. Livingston Larned

WHEN a manufacturer of glassware - an old - established firm of finest reputation -sent out electros for newspaper use to dealers, showing cocktail glasses, in pictorial compositions suggesting that forbidden beverages might be served, one hard-

y in advertising campaigns? We have heard this question raised many times of late and there appears to be no good and sufficient reason to avoid frank discussion of it.

A maker of crystalware, with a trade-mark and a trade name

which has stood for quality through many generations, shows at the top of a maga-zine advertisement a typical silver - topped whiskey container, accompanied by the headline: "Here is a gift he will cherish." The text which follows says:

This "Nineteenth-hole Bottle" of sparkling crys-tal is just about the most acceptable gift you can choose for a man. It is original, ingenious and masculine. Capacity, one quart.

The significant closing line explains that this bottle is fitted with a padlock and two "Sold by all keys.

leading jewelers and fine glassware shops throughout the United States" is also mentioned.

Would the Government contend that this is a direct invitation to people to break the law? Unmistakable it is, that the bottle is used for liquor stronger than a few per cent. Do the advertiser and the jewelry houses become parties to a direct violation of prevailing rules and regulations?

There is something startling in the bold effrontery of a full page in colors, in popular magazines, of a table scene, wherein is depicted a tray, glasses filled with suspiciously colored contents and

TREASURY DEPARTMENT

BUREAU OF INTERNAL REVENUE WASHINGTON, D. C., Jan. 23, 1924.

Editor of PRINTERS' INK:

I thank you for your letter, with which you en-closed galley proof of an article by W. Livingston Larned, entitled "Is Advertising Ethical When It Runs Counter to the Spirit of the Prohibition Amendment?"

I appreciate the sentiment you have expressed in wanting to help me in my endeavor to increase public respect for the observance of the Eighteenth Amendment. United co-operation on the part of

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Amendment. United co-operation on the part of all associations, institutions and publications will have a most salutary effect.

It has been interesting to read the article you attached with your communication, and I feel that it is clearly and attractively written. I agree with the conclusion drawn by the writer; that is, that such advertising that runs counter to the spirit of the Prohibition Amendment is not ethical.

TREASURY DEPARTMENT. BUREAU OF INTERNAL REVENUE, R. S. HAVNES, Prohibition Commissioner.

ware man with a nice sense of the fitness of things, took proofs to a local prohibition enforcement agent and asked if he had a right to run such material.

The agent replied: "We can't stop you, but if you are a lawabiding citizen and if you have the slightest respect for the Constitution of the United States, you will certainly not run material of that character."

Which brings up a question: To what extent may the manufacturers of articles which are commonly associated with intoxicants suggest an atmosphere of drinkcracked ice, and, lurking behind the bottles of sparkling water which the advertisement exploits, a quart bottle of what can only be strong drink.

Nothing in the text hints at the subtlety of the picture, but that partially masked "joker" is there for all to see. The advertisement virtually says:

"When you serve rye highballs, this is the sparkling water that makes them tingle with life."

Is such advertising ethical under existing circumstances?

An advertisement for very fine furniture pictures an attractive buffet and features the tray and liquor bottles and various beverage glasses.

In a single month we have found the following instances of illustrations, without text, which take drinking as a matter of fact:

Men playing chess with drinks ready to serve as a background accessory.

An elaborate dinner service shown, in a perfect detail. There are wine glasses at each plate.

A restaurant panorama, with a waiter very obviously serving champagne.

Picture of a sideboard in an attractive home. Cocktail shaker, silver tray and glasses boldly included.

Advertisement of traveling bags, in which is pictured one leather case open and contents in view. A leather-covered flask is very much in evidence.

Men in the locker-room of a country club. One man is giving another a sly nip.

Man's luxuriant easy-chair by lamplight, small table nearby, bearing books, cigarettes and a glass which is most assuredly filled with an iced drink of the prohibited

variety.

In the advertising of a West Indies resort, the thought is suggested, in the most casual manner possible, that every social and personal liberty of any English Colony is to be enjoyed. The exact wording may not say so, but reading between the lines we find the advertisement virtually remarking, with a wink:

Why not take a breezy sea voyage to this charming spot and get away from the nuisance of your prohibition laws. If you want a drink, you can have it. There is no such regulation here. This is British soil. Come and do as you please.

What has Uncle Sam to say regarding such appeals and the instances mentioned above and to what extent are advertisers privileged to make an appeal in the face of the Eighteenth Amendment?

One of the very largest leathergoods stores in the world reproduces, in photographic halftone, the picture of a tray, a decanter and glasses, with this accompanying text:

High-ball tray, managany glass-covered bottom. Fitted with six sterling rim highball glasses and quart-size bottle, with fancy bulldog or rooster design silver-plated stopper. Complete, \$43.00.

How is that for coming right out with it?

A silverplate manufacturer, in a series of most attractive and beautifully painted illustrations, with men and women of obvious refinement present, sets his dinnertables with those things which were more commonly pictured before the advent of some of our present laws: the wine glasses are well to the front. You do not have to search to find them. If wine is forbidden by law, why these glasses in the illustrations?

We recall an illustration of not long since which pictured very successfully an automobile party. The car had stopped alongside a pretty country lane, but it was obvious that the trip had been a long and a tiresome one.

Two men on the front seat were regaling themselves from a thermos bottle. Their expressions indicated beyond the shadow of a doubt that it did not contain cold tea or iced milk. It was a nip of cocktail, welcomed at the end of the dusty ride.

But if laws are rigid and if drinking, in any form and under any circumstances, is directly opposed to Government ruling, then how is it that advertisers dare do this sort of thing?

Our newspapers, almost uni-

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The 5 leading magazines in passenger car advertising lineage in 1923 were:-

Saturday Evening Post Literary Digest Vanity Fair Vogue House & Garden

PASSENGER CAR manufacturers in 1923 put the Condé Nast Group before all other magazines except the two big weeklies with which they cover the mass field.

In this manner does this great quality industry recognize the most logical media for reaching the great quality market.

The CONDÉ NAST GROUP

Vanity Fair House & Garden

versally, while they may entertain views in the opposite direction, are strongly in favor of obeying laws which are statutes. Nothing can be gained, ever, by deliberate-

ly laughing at law.

There is an edict, in many vaudeville houses against anything which tends to belittle the Eighteenth Amendment, and performers are warned that they must refrain from "making fun" of what is writ deep in current history.

What do advertisers think

should be done?

There is the retailer to consider. If you ask him, he will freely admit that he is selling as cocktail shakers and as many liquor glasses as he ever did in the past. Certainly, he keeps them in stock. They form the conspicuous feature of numerous display windows along public streets.

And the manufacturer, in his advertising, claims that he merely meeting a more or less

popular demand.

admittedly The situation is complex.

It was rather amusing to find in Christmas advertising of recent years, that typical costumed drinking scenes of the long ago were not taboo. As a matter of fact, they were as popular as ever in

the past. Just to show the impudent trend, a tailoring shop in a medium-size Southern town came out not long ago with a humorous series of newspaper advertise-ments in which it spoke of the "special hip-pocket suit." True, this effort was soon frowned out of existence, but it goes to show that advertisers, big and little, are not adverse to playing with fire.

We are inclined to believe that the leadership of the really important advertisers sets a wrong When great concerns, example. of high repute, engage in subtleties of the type herein described, what must be the thoughts of the small advertiser?

Some illustrations have been really remarkable for their smug

ingenuity.

A product will be shown, in detail, on a table in the foreground, with shadows, to the rear. of men pouring from bottles, or outlines of bottles which can suggest only one thing.

It is polite and often artistic

evasion.

Should an edict go forth, such as has been broadcast to the vaudeville fraternity?

"Don't belittle the Law!"

Emerson Shoe a Chain-Store Pioneer

"This chain is one of the pioneers of the present-day chain-store system," states H. T. Drake, president of Emerson Shoe Stores Company, Rockland, Mass., in describing his company on the cocarion of a count stock insure.

Malas, in describing his company on the occasion of a recent stock issue.

According to Mr. Drake the first store was opened at Boston about thirty-five years ago. The present company was organized last year and owns and operates forty-one retail stores in thirty of the lowest cities in pictures. of the largest cities in nineteen States.

A subsidiary, the Emerson Shoe Company, established in 1879, has factories at Rockland and Brockton, Mass., with a combined output of 7,000 pairs of

a combined output of 7,000 pairs of shoes per day.

Net earnings for 1923, with the last two months of the year estimated, are reported as \$187,558. This figure includes an adjustment of loss incurred by discontinuance of women's shoes. Net earnings for 1922 with twenty-eight stores was \$90,181, in contrast with \$190,420 from twenty-seven stores in 1921.

in 1921.

Montgomery Ward Sales and **Profits**

Montgomery Ward & Co., for the year ended December 31, 1923, reports gross sales of \$134,644,436, as against \$92,474,182, for the previous year. Net sales for 1923 totaled \$123,702,043 as against \$84,738,826 for 1922. The net profit for 1923 amounted to \$7,702,625 as compared with \$4,562,607 for 1922, and a loss of \$9,887,396 in 1921.

J. C. Weigel Joins Staff of Philipsborn's, Inc.

J. C. Weigel has joined the general executive staff of Philipsborn's, Inc., Chicago mail-order house, He was formerly with the advertising depart-ment of Sears Roebuck & Company, Chicago.

To Start Miami Beach "Tribune"

The Miami Beach Publishing Company, Inc., will commence publication of the Miami Beach, Fla., Tribune, a daily newspaper, about February 5.
Thomas N. Jarrell is publisher and Brown Whaley, general manager.

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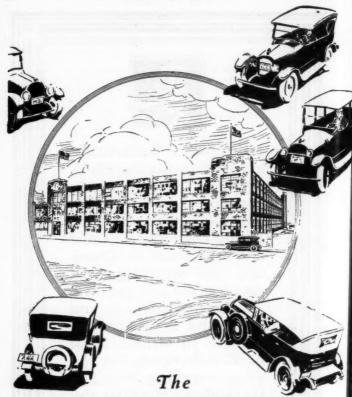
Comication ine, a 5.



In Classified advertising, as well as in all other classifications. The Minneapolis Journal registered an impressive gain in 1923. While The Journal gained 10.96 per cent in Classified, the second paper's gain was but 7.31 per cent. The Journal led the second paper by a substantial margin in Grand Total of all Advertising for the year, carrying 679,127 lines more than in the previous year.

THE MINNEAPOLIS JOURNAL

Represented in New York, Chicago, and San Francisco by O'Mara & Ormsbee, Inc.



St. Louis Automobile Show

February 16-23

will attract about 100,000 visitors from this entire district

FROM St. Louis and from The 49th State—its rich 150-mile trade area—automobile dealers, automotive accessory dealers and motor enthusiasts will flock to this Exposition.

Globel

Largest Daily 7

F. St. J. Richards, New York Goo. J. Guy S. Osborn, - Chicadand A. J. R. Scolaro, - Dec . Arne

Remember,—you are reaching an entire district here. There are more than 4½ million people in The 49th State, and only 18% of them live in St. Louis proper. There are more than 575,000 automobile registrations in The 49th State—79% of them outside of St. Louis.

The St. Louis Automobile Show is the show for all these 49th Staters—dealers and owners alike So you'll want to impress them all with your advertising.

Only One Newspaper Covers St. Louis and The 49th State

The Globe-Democrat is the newspaper which these 49th Staters read regularly—the one which will guide them to the Show. It is the largest daily in The 49th State, and the acknowledged favorite of automobile owners and dealers.

This is the paper which led all others in this territory, in 1923, in Passenger Car and Truck Display Advertising by 79,584 lines.

GLOBE-DEMOCRAT SPECIAL SHOW SECTION SUNDAY, FEBRUARY 17

This Section will supplement the regular daily issues,—all reaching your prospects throughout The 49th State

Reserve Your Space Now

bedemocrat

Daily The 49th State

ee Y Geo. Krogness, - - - San Francisco Chia Mand Agency, Ltd., - - London Des Mandagency, Ltd., - - London Des Mandagency, Ltd., - - - London and Paris





A good market plus-

A CERTAIN American manufacturer is now doing a healthy, profitable export business simply because his product was well advertised and merchandised in New Orleans.

Through ordinary distribution channels in New Orleans some of his goods found their way to a Latin American country. He began to get inquiries direct from that country. His export department became a vital, growing part of his business. Today it represents important profits that did not exist before.

This experience is by no means unique—it is nearer typical, among manufacturers who can recognize opportunity. It serves to explain why New Orleans, Second Port, U. S. A., is more than a worth-while market in the accepted sense, more than the chief market of the prosperous South. It is a logical point of contact, at minimum cost, with foreign trade. City and state have invested approximately \$140,000,000 to make the port one of the best equipped in the world. Last year 5,485 ships entered and departed, bearing imports and exports approximating \$2,785,107,000 and with a net tonnage of 14,500,000.

The Times-Picayune

The Importance of Official State Abbreviations in Addressing Mail

A List of Approved Abbreviations That Should Be Followed by Advertisers

Special Washington Correspondence

SOME months ago accountants of the Post Office Department declared that there is a dead waste annually of \$1,740,000, due to the readdressing by post-office clerks of approximately 200,000,000 incorrectly addressed letters and other mail. A later survey showed that a daily average of 376,000 such letters is received and that the salaries of the postal employees required to do the work of correcting addresses total over \$1,000,000 yearly. And more than 20,000,000 letters reach the deadletter office every twelve months.

An official report declares the overwhelming majority of this mail to be in the form of circular letters and advertising matter sent out by large users of mail and private business concerns.

No attempt has been made by the department to determine just what percentage of the waste is caused by mail on which a faulty or illegible State abbreviation appears; but it is large, and it not only causes expense to the department but also frequently brings about unwarranted and adverse criticism of the postal service because of delay in its delivery.

It is the custom of many individuals and business concerns to address local mail with the name. number and street, and "city." With such mail, many others use only the name of the city and omit the State. This would be all right if the postal service were perfect: but sometimes local mail gets into the wrong pouch or sack and then, in another city or town, it causes annoyance, expense and loss of time. Local mail bearing only the name of the city often goes by mistake to a city of the same name in a different State, and a lapse of several weeks may occur before it can be delivered. According to the post-office authorities, in every instance local mail should be addressed with the full name of the city and the official abbreviation of the State, just

as any other mail.

More than 52,000 names of postoffices in the United States make it necessary to indicate the State, in addressing of mail, unmis-takably and clearly. Forty-three names are used more than twenty times each to designate cities, towns and hamlets which are large post-offices. enough to have Franklin is the name of thirty-one towns in as many States. Clinton is used thirty times, Arlington twenty-nine, Troy twenty-seven, twenty-seven, Salem twenty-seven, and so on.

WHAT GEORGE DID

The names of Presidents are a source of inspiration to city fathers and of difficulty and loss of time and energy to postal clerks. George Washington not only fathered his country but is also responsible for the names of twenty-eight towns and cities. Then there are twenty-seven Madisons, twenty-five Clevelands, twenty-four Lincolns, twenty-four Monroes, twenty-three Wilsons, thirteen Roosevelts, twelve Tafts, fifteen Adamses and five Hardings.

Capitals of the nations of the world have been another source of duplication costly to the postal service. There are in the United States eighteen towns bearing the name Paris, eighteen Genevas, seventeen Berlins, twelve Moscows, eleven Viennas, six Pekins

and two Brussels.

In a great many instances this duplication causes tremendous expense and loss of time. And the duplicated names are only slightly less troublesome than names bearing a close similarity. Careless penmanship and typewriting send a great many letters destined for Eldora, Ia., to Eldorado in the

same State. In Pennsylvania alone there are thirteen communities that bear names with the prefix Green, such as Greenbriar, Greenburr, Greencastle and the like. Similarly there are five New York towns the names of which carry the prefix Bloom—Bloomsburg, Bloomingdale, Bloomington and others. Similarity of the kind, in varying degree, occurs in every State.

There are literally thousands of these duplications and similarities in the country as a whole, and every one offers a pitfall to the postal clerk in the sorting of the mail. When the sender of a letter or other mail discovers that it has been delayed a matter of days or weeks, he is usually inclined to criticize the postal service; but a investigation of many careful thousands of such cases demonstrated that in practically every instance the delay was due to illegible addressing and the duplication and similarity of names.

Added to these many chances for mistakes, the commonly used abbreviations of the States are frequently confused. In this respect the States of California and Colorado always have been the chief offenders because of the widespread use of the similar ab-breviations "Cal." and "Col." So many thousands of letters have gone to one State when they were intended for the other, that, several years ago, the Legislature of California passed an act making "Calif." the official abbreviation for that State. Soon after, this was adopted by the Post Office Department as official; but the old form of abbreviation is still widely used and is the cause of endless confusion.

The abbreviation, R. I., for Rhode Island, when it is not written or typed clearly, is frequently mistaken by postal clerks for P. I., the abbreviation for Philippine Islands, or for "Route I." When carelessly written, "N. J." and "N. Y." are frequently mistaken one for the other and, because of the large volume of mail handled for each State, cause

a tremendous amount of confusion. "Pa." and "La." are also a source of expense and annoyance to the service when they are used by careless penmen.

These few examples can give only a hint as to the total number of mistakes made by clerks because of faulty abbreviations for State names. It would require at least a full page to set down the many conflicts and occasions for confusion mentioned by one of the department officials in a half-hour's discussion of the subject. Several hundred thousand times every day, mail clerks are forced to stop in their work to solve the puzzle of illegible State abbreviations.

Instead of growing better, this condition has grown steadily worse for many years, and, in an attempt to improve the service by preventing the most frequent mistakes due to this cause, the Post Office Department, some time ago, adopted as official the following abbreviations for the respective States:

AlabamaAla
AlaskaAlaska
ArizonaAriz
Arkansas Ark
California
Colorado
Connecticut
DelawareDel.
Delaware Del. District of Columbia D. C.
FloridaFla
GeorgiaGa.
GuamGuam
Hawaii
IdahoIdaho
IllinoisIll.
IndianaInd.
IowaIowa
KansasKans.
Kentucky Ky. Louisiana La.
LouisianaLa.
MaineMe.
Maryland
Massachusetts
Michigan
Michigan Mich. Minnesota Minn. Mississippi Miss.
Mississippi ·
Missouri
Montana
NebraskaNebr.
NevadaNev.
New Hampshire N. H. New Jersey N. J.
New Mexico
New Verle
New York
North Dakota
OhioOhio
OklahomaOkla.
OregonOreg.
PennsylvaniaPa.
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Illustration from the July, 1923 Harper's Bazar (very much reduced)

SIX MONTHS AHEAD OF FIFTH AVENUE

HAVE you noticed how, during the past week or two, practically every smart Fifth Avenue shop has been featuring the new "boyish suit" in its advertising?

: ::

THIS mode was foretold last July in Harper's Bazar.

"The tailored costume is the coming mode." Harper's Bazar proclaimed it unequivocally—last July. And, in July, in a season of flounces and ruffles, even those who know fashions ridiculed Harper's Bazar's statement. Yet now—more than six months later—all Fifth Avenue features the tailored mode.

"S IX months ahead of Fifth Avenue"—that is just why the most fashionable women in America read Harper's Bazar. And this exclusive audience that Harper's Bazar offers you, influences the choice of thousands and thousands of other women who follow its example.

Harpers Bazar

2/ IN LONDON

500

6fr IN PARIS

Porto Rico ...

Rhode Island
SamoaSamoa
South CarolinaS. C.
South DakotaS. Dak.
TennesseeTenn.
TexasTex.
UtahUtah
VermontVt.
VirginiaVa.
Virgin IslandsV. I.
WashingtonWash.
West VirginiaW. Va.
Wisconsin
WyomingWyo.
OFFICES UNDER JURISDICTION OF
PANAMA CANAL
Canal Zone
OFFICES UNDER JURISDICTION OF
WAR DEPARTMENT
Philippine IslandsP. I.

During the first sorting of the mail only the State name is read by the clerk. The work is done at terrific speed, necessarily, and every faulty abbreviation slows down the entire process. If these official abbreviations were invariably used by all of the business concerns in the country, and written or typed clearly, not only would appreciable savings result, but the postal service would be greatly improved.

San Francisco Office for N. W. Ayer & Son

Sterling E. Peacock, of the New York office of N. W. Ayer & Son, has been appointed manager of a new office which

appointed manager of a new office which the Ayer organization has opened at San Francisco.

Mr. Peacock has been with the New York office of N. W. Ayer & Son since early in 1920. He had previously been manager of the Canadian business of Sir Thomas Lipton and sales and advertising manager of the Saute Products Company at New York.

Goldmark Account for Campbell-Moss-Johnson

Adolph Goldmark & Sons Corporation, New York, distributor of Marshall's kip-New York, distributor of Marshall's kip-pered herrings and herrings in tomato sauce, Chivers' jams and marmalade and other products, has placed its advertis-ing account with Campbell-Moss-John-son, Inc., advertising agency of that city. Newspaper campaigns are now be-ing released in cities and towns in the East.

United States Gypsum Company Appointment

C. O. Powell has been appointed advertising manager of the United States Gypsum Co., Chicago, succeeding J. J. Williams. Mr. Powell has been in the sales promotion department of the United States Gypsum Co.

San Antonio Reminds Tourists of Stop-Over Privilege

Paralleling the wisdom that a plum is better than no pudding at all, ten-day stop-overs by through-bound rourists rather than no visits at all are encouraged in the advertising of the San Automo Chamber of Commerce

couraged in the advertising of the San Antonio Chamber of Commerce. The city is being advertised as the "Winter Playground of America" with business opportunities and heroic pioneers sharing emphasis in varying ways. The line, "Ten Days Stop-Over Privilege Allowed on All Through Tickets," appears in most of the advertising and serves the definite purpose of way-laying the through-bound tourist.

Black bass fishing at Medina Lake, and deer, turkey and duck shooting in seasons mentioned furnished copy recently for a direct appeal to sportsmen.

To Increase Advertising on Cloverleaf Feeds

The Arkadelphia Milling Company, Arkadelphia, Ark., is now advertising and expects to do considerably more and expects to do considerably more advertising in newspapers of Arkansas, Louisiana and Texas on its Cloverleaf brand of horse and mule feed, dairy feed and poultry feed, PRINTERS INK is informed by W. N. Adams, general manager. Although used since 1901, application for trade-mark registration of the brand name has been made only recently. The company also manufactures Dolly Dimple, Robin Red Breast, White Dove, and Butterfly flour.

General Cigar Sales and Earnings Larger

The General Cigar Company, Inc., ew York, manufacturer of Robert urns, White Owl, Van Dyck and New York, manutacturer or koorts Burns, White Owl, Van Dyck and Wm. Penn cigars, reports gross earn-ings for 1923 of \$9,889,129, as against \$8,775,360 for 1922. After payment of all expenses, interest and other charges and crediting other income, there was reported net income for 1923 amounting to \$2,938,285 as against \$2,732,209 for the previous year.

H. L. Corey Joins

John S. King Agency
Harris L. Corey has been elected a
director and secretary of The John
S. King Company, Cleveland advertising agency. He was formerly advertising manager of the Champion Spark
Plug Company, Toledo, O., and more
recently has been vice-president of
Wortman, Corey & Potter, Utica, N. Y.,
advertising agency. advertising agency.

Registers Advertised Steel Tool Trade-Mark

The Marion Tool Works, Inc., Marion, Ind., has made application tor registration of its trade-mark which features the word "Crecoite." This mark has been used on a line of steel tools since June, 1922. Business-paper and direct-mail advertising is used.

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One industrial field that spends twelve billion dollars a year

Your coffee is sweetened with sugar. Your shoes are of leather. Your car rides smoothly on pneumatic tires of rubber. The fabrics you wear are colored with dyes. Sugar, leather, rubber, dyes, and a hundred other products you use every day are all produced by the Process Industries.

As a consumer of these products you do not need to know anything about these Process Industries. But if you manufacture industrial equipment to SELL to these Process Industries you should know a great deal about the buying habits of this industrial field which spends twelve billion dollars a year for industrial equipment, materials and

The man who buys

supplies.

The presiding ruler of the Process Industries is the Chemical Engineer. This man is not necessarily a chemist. But he is a technical man. He buys on performance. He buys on the basis of data obtained by test. Not always does he actually sign the order. But always he specifies what shall be bought. He controls the buying.

The paper he uses

The twelve-billion-dollar-a-year buying power of the Process Industries is controlled by just a few thousand Chemical Engineers. More than twelve thousand of these buyers use Chemical & Metallurgical Engineering each week as an industrial tool.

To the manufacturer of process industrial equipment, Chemical & Metallurgical Engineering offers maximum contact with the twelvebillion-dollar-a-year market of the Process Industries.

Industrial data

The editorial and business departments of Chemical & Metallurgical Engineering have on hand a wealth of accurate data on the process industrial field. On short notice, these departments can give you the information you need to make your advertising campaign to this field effective.

Each one of the other thirteen McGraw-Hill engineering and merchandising publications can give you just as much data on the separate field it serves as Chemical & Metallurgical Engineering can give on the specific twelve-billion-dollar-a-year market of the Proc-

ess Industries. For specific information on any industrial market, address the Publicity Department, McGraw-Hill Co., Inc., Tenth Avenue at 36th Department, McGraw-Hill Street, New York, publishers of American Machinist, Chemical & Metallurgical Engineering, Electri-cal World, Power, Engineering News - Record, Electric Railway Journal, Coal Age, Electrical Merchandising, Electrical Retailing, Engineering & Mining Journal-Press, Industrial Engineer, Ingenieria Internacional, Journal of Electricity and Western Industry, and Bus Transportation.

This book

Cleveland's Three Mi



The Plain Dealer has the BUYERS

Half of the jobbing centers of the entire state of Ohio are located in the Plain Dealer's Three-Million market—within a 100-mile radius of Cleveland. Akron, Canton, Youngstown, Mansfield, Lorain and hundreds of smaller, yet prosperous towns, dot this great thriving market.

This community can be sold by consistent use of the Plain Dealer ALONE. One medium—one cost!

J. B. WOODWARD 110 E. 42nd St., New York

WOODWARD & KELLY Security Bidg., Chicago Fine Arts Bidg., Detroit The Pla

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Mion Market and to Sell it 4 Edition

contains ALL the merchandising data necessary for intelligent marketing of nationally distributed products. A comprehensive collection of information about one of the country's most productive markets.



National advertisers will find it an invaluable source of assistance in securing the greatest possible sales in Northern Ohio.

Non-advertisers will immediately sense the tremendous possibilities for potential business in 1924.

Your copy is ready for you

address National Advertising Department

Dealer Will Sell It

R. J. BIDWELL CO. Times Building Los Angeles, Cal. 742 Market Street

Planning Campaign on Globe Phone Products

Phone Products

The Globe Phone Manufacturing
Company, Reading, Mass., contemplates an advertising campaign shortly
on several of its products, including a
line of radio accessories, the Vactuphone, and the Geophone. The Vactuphone, for which trade-mark registration
of the name was recently made, is an
instrument for people of impaired hearing. It is made by the Western Electric
Company, exclusive distribution being
held by the Globe company. The
Geophone, a by-product of the war used
in detecting enemy tunnelings, is now in detecting enemy tunnelings, is now used as a mine safety device and for locating leaks in underground water and

Woolworth Adds Fifteen-Cent Items

The F. W. Woolworth Co. has established a new district at Cleveland and another at Denver, making a total of thirteen districts, one of which is in Canada. A reapportionment of districts was made necessary by an increased number of stores and growth in business. Merchandise up to fifteen cents is sold in the Canadian and through Western districts—Dallas, Denver and San Francisco. Only five and ten-cent articles are sold in other territories. territories

Pencil Account for La Porte & Austin

The General Pencil Company, of Jersey City, N. J., has placed its advertising account with La Porte & Austin, New York advertising agency. Business publications will be used, together with newspapers and direct-

mail advertising.

Made President of Motor

Accessory Manufacturers G. Brewer Griffin has been elected president of the Motor Accessory Manufacturers' Association. Mr. Griffin is manager of the automotive equipment department of the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa.

Joins Audit Bureau of Circulations

Art N. Apple has joined the staff of the Audit Bureau of Circulations, Chi-cago, as promotion manager. Mr. Apple was recently general sales man-ager of the Victory Bag & Paper Com-pany, of that city.

Hart Schaffner & Marx Report Net Profit Increase

Hart Schaffner & Marx, Chicago clothing manufacturers, report a net profit for the year ended November 30, 1923, of \$2,541,248 after charges and taxes. This compares with a net profit of \$2,141,068 for 1922.

Western Agency Council Plans 1924 Program

At the quarterly meeting of the Western Council of the American Association of Advertising Agencies, which was held at Chicago on January 25, a program of activity was outlined for the ensuing year. This program is planned to bring all the Western members into more active participation in the affairs of the association. Various denatmental groups were formed, such as partmental groups were formed, such as copy writing, art work, etc., and these units will meet regularly during the year to discuss their individual problems.

Tentative plans were made to hold the first of a series of annual dinners in the spring. The plans also include a summer golf tournament for members of the council.

Announcement was made at the meeting of the organization of another chap-ter of the Western Council in Cincin-nati, and it is expected that other chapters will soon be in existence in Detroit, St. Louis and other Western

cities cities. W. Young, vice-president of the J. Walter Thompson Company in Chicago, and chairman of the Western Council, made appointments to the na-tional committees of the association of representatives of the Western Council.

National Cloak and Suit Has Prosperous Year

The National Cloak and Suit Company, New York, in 1923 had the most prosperous year in its history. Over 9,000,000 orders were handled during the year, an increase of 1,500,000 orders over the previous high point.

Net sales for 1923 were \$52,399,782, in comparison with \$45,357,566 in 1922, and \$37,481,210 in 1921. Net profit for 1923 was \$2,160,845, after taxes and a bonus to officers and employees of \$379,824. This represents an increase of 20 per cent net profit over the net profit for 1922, which was \$1,498,017.

Made General Manager, Chas. M. Higgins & Company

Tracy Higgins has been appointed general manager of Chas. M. Higgins & Company, Brooklyn manufacturers of inks and adhesives. Mr. Higgins is a son of Charles M. Higgins, who founded the business in 1879. He succeeds John E. Gavin, who had been associated with the company since its fermetics. the company since its formation.

Edward P. McClellan Dead

Edward P. McClellan, vice-president Edward P. McClellan, vice-president of the Foster-Milburn Company, manu-facturer of Doan's kidney pills, trea-surer of the Foster-McClellan Company and a partner in the E. P. Remington Advertising Agency, all of Buffalo, died in London, England, on January 30. He had been associated with Mr. Foster in business for thirty years. 1924

Plans

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Not even a name as yet, First issue three months away—

BUT

all available advertising space sold!

\$25,000 FOR A NAME!

a MAY 1924, The Chicago Tribune will publish a weekly magestine of national circulation for men and women. A order to secure the most appropriate name possible, \$23,000.00 in cash is offered. The context started January 10, 1924 and closes at midnight on March 31, 1924, and is open to asyone except an employee of The Tribune or his family.

An altogether different weekly:

A magazine for EVERYBODY—men, women and children-issued weekly at 5c a copy and circulated throughout the United States.



Of general appeal!

ials - Special Articles - Movie Fun - News - Photos - Editor

News-Cartoons-Fashions-Illustrations by famous



To reach the whole family!

TO sell the whole family you must reach the whole family. eral in its content-a carefully This magazine is specifically gen-

preemble. It will be hailed elected group of known quantities, co-ordinated expert-

Printed on the higher

elected group of known quantities, co-ordinated expert



Printed on the highest grade magazine paper, in Coloroto—the amazing new printing process perfected by The Chicago Tribune.



A Published by WGN owners!

Published by The Coloroto Corporation, owned by the publishers of The Chicago Tribune, The World's Greatest Newspaper, and

The Daily News, New York's Picture Newspaper. These two papers represent first and second place in morning daily circulations of America.



At attractive rates!

The rates—surprisingly low—are based on a guaranteed average circulation of 500,000 the first six months—or rebate. One color or four colors.

AMERICAN BOND & MORTGAGE CO.

Bellamy-Neff Co.

A. Bourjoss (Toilet Preparations) Wallerstein-Sharton Co.

BUFFALO SPECIALTY Co. (Liquid Veneer) The Moss-Chase Co., Inc.

BURNHAM & MORRILL Morse International Agency

CALUMET BAKING POWDER Co. Sehl Advertising Agency

O-CEDAR CORP'N Chas. H. Fuller Co.

CHICAGO ENGINEERING WORKS
Watson Advertising Agency

COLGATE & Co.
Thrasher Service Advertising Co.

THE COMER Mro. Co. Geyer-Dayton Advertising Co.

Corv, Inc. (Toilet Preparations) Percival K. Frowert Co., Inc.

CONTINENTAL SCALE WORKS
Turner-Wagener Co.

CRANE Co. Charles Daniel Frey

DICTOGRAPH PRODUCTS CORP.

Guenther-Bradford & Co.

THE FISK TIRE CO., INC. The Martin V. Kelley Co.

FLEISCHMAN Co.
7. Walter Thompson Co.

FORHAN COMPANY Erwin, Wasey & Co.

GEORGE FROST Co. (Boston Garter-Velvet Grip) H. B. Humphrey Co.

THE FYR FYTER Co.
The Blaine Thompson Co.

HICKOK BELTS
Mears Advertising, Inc.

EDNA WALLACE HOPPER
Lord & Thomas

These leading national advertisers have placed non-cancel-lable orders for six or more insertions

in the new

magazine

INTERNATIONAL HARVESTER Co. (Motor Trucks) Direct

S. C. Johnson & Son (Polishing Wax, Varnishes, Enamels, Etc.) Western Advertising Agency

LEVER BROS. (Lux)
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WM. H. LUDEN INC. (Menthol Cough Drops) The Richard A. Foley Advertising Agency, Inc.

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WAML COMPANY (Eversharp Pencils & Pens) N. W. Ayer & Son

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CHICAGO: 7 South Dearborn Street

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Phone or write the office nearest you. Hear this most interesting story of magazine development in more detail ٤. 6 Hear B



The Responsibility of Management to Be Courteous

Courtesy at Point of Sale Must Be Reflected from the Top

By Amos Bradbury

EVERY reader can write his own incident to start an essay on courtesy.

Perhaps you, for example, dropped in to tell your old friend Pete Armstrong, vice-president of the Armstrong Oil Company. about a new idea in filling stations you saw in Oklahoma. With the satisfactory knowledge of a favor about to be conferred on an old friend, you walk up to the outside railing and are accosted by a young man with patent-leather hair, who interrupts for a moment his important task of pulling out file drawers, to hand you a "What do you want?" You share with him your secret wish to see Pete, and he then asks, "What do you want to see him about?" By this time the knowledge that you are about to do his boss a favor gives you dignity and finesse. You overawe him and get in. But you think how foolish Pete's "Courtesy and Cordiality" advertisements would sound to you, if you were a mere customer or a member of the consuming public, after the they-shall-not-pass attitude at the gate.

In a few minutes, while you are telling Pete your idea, a man walks quietly into the office with a telegram in his hand. Pete, who has always seemed regular and good-natured at the golf course and the Class luncheons, snaps out "Can't you see I'm busy?" The man with the telegram retires in confusion and the attitude of the busy Valentino at the gate becomes understandable. His actions at the gate were a direct reflection of Pete's attitude toward his em-

ployees.

This man Armstrong had determined upon a policy of service and courtesy to the public. It was being featured in the advertising. He would say that one of the penalties of success and size is

the distance which, of necessity, separates the executives who determine the house policies and the employees who carry them out at the point of contact with the public.

Pete and many other busy executives refuse to take any of the blame for the way their employees misrepresent the house at the place it touches the public, and 1 believe a lot of the blame belongs just there. All the nice, comfortable phrases about how hard it is to get men who will be true and sympathetic representatives of the house, and how things are not what they used to be, will never excuse the obvious fact that when a president is ugly and rides the general manager, the latter passes the grouch on to the office manager, who scolds the file clerk, who takes it out on the office boy, so that the next visitor who comes in gets the office boy's version of the boss's grouch, instead of the welcome described by the man who writes the advertisements.

AN INESCAPABLE RESPONSIBILITY

This business of a courteous welcome is one that can't be dodged by management. If everybody else is too busy to think about the subject, it is the president's job. I put courtesy at the point of contact with the public and the way complaints are handled in the same general class.

There is one president of a company with whom I am acquainted who, on his return from a trip, always asks, not, "How is everything going?" but, "What complaints have we had?" He wants to find out what was wrong and how the errors were handled. It is, he thinks, impossible to keep a correct policy working right without keeping in the closest possible touch with the people who believe a certain thing about the company

is wrong. Unless a man or woman who has either received a cold welcome at the office, or has been made angry by the wrong sort of a letter or telephone message, receives courteous consideration, later he or she will become a traveling liability for the concern.

Samuel Rea, president of the Pennsylvania Railroad, is one of the busy presidents who is never too busy to give his attention to a complaint. I know of another president who saved approximately \$50,000 for his employers, the stockholders in his company, because he personally took over the job of investigating complaints and satisfying customers who kicked.

His production department, soon after he took over the job of president, had devised a new product which had to be sold to a slightly different trade from the usual market. There was but one other similar product in the field and the company's product had some exclusive features. After trial orders had been manufactured and sold to a few retailers, complaints began to come from the users. Members of the sales force were sent out to check up carefully on all of these complaints, and when the production department was told of them by the salesmen, back from this onthe-spot investigation, two meweaknesses were dischanical covered and remedied. changes gave the novelty two real and exclusive sales arguments and made the improved product a suc-The article as originally manufactured would have been a failure, and if the president of the company had been like a certain bank president I know about, he would have proceeded in the old way, trying to sell an imperfect product, and would have lost a large sum of money for his stockholders.

This bank president must have been the head of the same bank described by the Schoolmaster in a recent issue of PRINTERS' INK, which lost a good customer because of discourteous treatment. When a certain man, whom I know, wrote a letter to the bank

closing his account because of this discourteous treatment at the hands of one of those supercilious clerks many of us know so well, he received a three-line letter in reply, enclosing a cashier's check for his balance. There was no attempt to find out why the account was being closed—no courtesy, no friendly note—just three lines of "strictly business" and the check.

Such an incident may seem little and insignificant to the proud, haughty and important president of the bank, but I am willing to bet a box of Coronas that sooner or later, probably sooner, this too-important president will be looking for a new bank to ruin. That last word is "ruin," not "run." No bank or business can afford to have a large number of traveling liabilities, with bitterness in their souls against the institution. The word will get back to stockholders and the board of directors and then someone who believes that courtesy is good business will take over the job.

ARE BANKS ABOVE CRITICISM?

I realize fully that banks have been the objects of more criticism on this score than any other class of business. Every time a man writes about a new experience at a New York bank he is accused of pulling old stuff. This is a bad situation. It makes one think that banks must feel they are above criticism and do not have to be courteous. It seems that they dismiss new incidents without atterrion merely because the same kind of thing has happened so often before. If this is the way to make progress, then all previous business history is wrong.

I am aware that there are more than 30,000 banks outside of New York City and that there is a great deal more humanness exhibited in the smaller banks. I also know that the largest bank in New York City has taken pains to get the quality of cordiality out into the front office and into the bank's letters, by training its official staff, department heads and clerks in the belief that cordiality is one of the five important qualities that every representative of

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and lity aliof When you come right down to bed-rock in analyzing the Chicago evening newspaper situation this fact arises to look you straight in the eye:

THE CHICAGO EVENING AMERICAN'S CIRCULATION OF MORE THAN 400,000 MEANS COVERAGE THAT NO ADVERTISER CAN AFFORD TO OVERLOOK.



A Good Newspaper

a letter to the bank

the bank should possess. This bank starts at the right place when it begins its training with the official staff. If the head is thinking and acting right, the littlest office boy will reflect it.

There is much room for improvement in certain New York banks in the way of courtesy and cordiality, and in most cases where a lack of these qualities is found, the president is to blame. Backward banks and businesses should know that kicks and dissatisfied customers can be turned into assets instead of tongue-wagging liabilities.

The president of a lumber company happened, one day, to be looking over the carbons of letters sent out during the week. He came across a letter which was rough, like some of the lumber out in his yard. This letter said in effect that the writer was telling the inquirer for the fourth and last time that the concern did not build houses, could not get him the material he wanted, and was sick and tired of being bothered about such a picayune matter, any

The president, who was the grandson of the founder of the business, dug out the previous correspondence. It had all started when a certain lawyer fell in love with a spot on a mountain lake in New Jersey and wanted to build a house there. So he wrote the lumber concern about lumber and then he asked if the company could cut the lumber to proper lengths and a number of other details about building, besides. And the correspondence ended in the refusal of an office manager to have anything further to do with the matter. The president then wrote a friendly, apologetic letter in longhand right there and then. Later he met the lawyer at lunch and explained that his company was not in that particular line of business, but was willing to listen to suggestions. The upshot of this bothersome inquiry and the alert president's activities in regard to it was that the company did start to sell ready-cut lumber for houses and later made houses all ready to set up. Today

this line of business is practically its whole production.

I have heard that the many requests for jobs which come into the office of the makers of the Hamilton-Beach motors, instead of being considered as bothersome and beneath consideration, like a \$300 account in some New York banks, are handled by the company in such a way that they become a valuable source of service to the company's retail distributors, and a continual builder of good-will for the company and its product.

The customer who comes in at half past five, when the office is just closing, the buyer who phones at two-thirty on Saturday afternoon, are traditions in almost every office. Some of them have been turned into friendly boosters for the company, by the way they were handled. Others have been told "just where they could get off," by someone whose boss is, in my opinion, mostly to blame.

A CONSTRUCTIVE APPROACH TO THE PROBLEM.

There is no object in calling attention to a bad situation unless a suggestion goes with it. I have taken the liberty, therefore, of making a few suggestions to presidents who are fair enough to admit that the responsibility for courtesy in the front office, and in correspondence, comes home to roost on their own desks.

(1) Build a Green Oasis. was just an ordinary salesman for a sprinkler manufacturer who arrived in the office of a big manufacturing company, twenty min-utes after it had closed. Daylight saving had mixed him up. He coughed and scuffled his feet but the few men and girls he saw were obviously, undoubtedly and noisily on their way home. Finally he saw a fat man smoking a cigar. He attracted his attention and found out that the fat man was the purchasing agent for the company. He told of his fifteen-minute wait. The P. A., who happened to be in a good humor, gave him a cigar and talked with him awhile. When the salesman observed that it was the first time (Continued on page 61)

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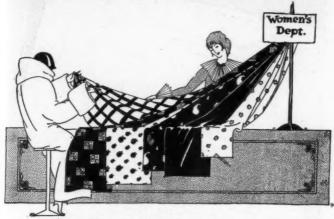
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Miss and Mrs. Detroiter PreferThe Sunday News



The Detroit Sunday News is peculiarly the guide of the home-maker. No other Detroit paper so completely devotes itself to aiding her.

Its health, household economy, fashion, interior decorating, beauty, club, society and children's departments receive over a half million letters annually from subscribers. The lady of the house has learned to depend on The Sunday News for both editorial and shopping guidance—a fact which is indicated by the lead of The Detroit Sunday News in practically every class of advertising which deals with articles of interest to women.

Note The Sunday News Lead in 1923

Department Stores—News, 1,110,704 lines; 2nd Paper,

Women's Ready-to-Wear—News, 472,626 lines; 2 nd Paper, 347,732 lines.

Furniture and Household Appliances—News, 971,180 lines; 2nd Paper, 682,416 lines.

The Sunday News also leads in total advertising, having printed 7,622,860 lines in 1923—a lead of 1,517,000 lines over the next Sunday paper.

The Detroit News

275,000 Circulation Daily, 275,000 Sunday

DEPARTMENT OF COMMERCE December 22, 1923 OFFICE OF THE Mr. G. W. Wilder The Butterick Publishing Co., Butterick Bullains Pollowing our last conference on the subject, the source for the form that the source for the form held one of the form the fo Butteriok Bui Dear Mr. Wilder 1 On behalf of the Advisory Council of that ordered to take Company for the public service associates in the Sutterior this recommend.

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I Nation-Wide Force for a Better America!

BETTER HOMES MOVEMENT

HERBERT HOOVER,

Secretary of Commerce, says:-

Many people talked 'Better Homes in America.' It remained for Mrs. Meloney (Editor of The Delineator), to crystallize indefinite talk into definite action. Under her inspiration and your guidance and support through The Delineator, the movement has grown into a nation-wide force for a better America. From having eleven members it has developed into thousands of workers spread over every state in more than a thousand cities. Its value as a public service has become recognized to a degree warranting the encouragement and support which the above mentioned organization will give it.

BETTER HOMES IN
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THE BUTTERICK PUBLISHING COMPANY

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NY manufacturer
With a good product,
A fair appropriation,
And the address of
The American Weekly Magazine

Has the makings Of a mighty successful

Campaign!

National goodwill!

4,500,000 families buy it. 18,000,000 people read it!

The world's most successful Advertisers use it!

How can you afford NOT TO?



1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York-American Boston-Advertiser Washington-Herald Atlanta-American Syracuse-American Rochester-American Detroit-Times Chicago—Herald and Examiner Milwaukee—Telegram Seattle—Post-Intelligencer San Francisco—Examiner Los Angeles—Examiner Fort Worth—Record Baltimore—American

"If you want to see the color of their money use 'color'." A.J.K.

he had ever smoked a purchasing agent's cigar, and told him of some of the places where he had to call, the P. A. started to do some thinking. The next day he talked it over with his brother-inlaw, who happened to be president, and between them they worked out what they call their "Green Oasis." A new office was fitted up where all visitors are received. It has been made a green oasis in a desert of indifference. The word "conference" has been eliminated and every caller is seen promptly. The plan has worked well and already has proved a good business investment, building goodwill for the whole establishment.

(2) Give the Telephone Operator a List of Don'ts. I hasten to start this list of don'ts with the phrases "Spell it," "What does he do here?" and "What do you want to talk to him about?" The operator who takes it upon herself to make all the firm's decisions has lost many a customer for the house. Other phrases will occur to you such as "Busy on another wire," and "Won't some-body else do?"

(3) Salesmen as the Reception Committee. The other day I saw an office where the desks had been rearranged with advantage. Just inside the outside railing the salesmen's desks had been placed. These men acted as a reception committee. If one of their own customers happened in, when they were in off the road, he was seen at once and attended to. A sales-man, anyway, is supposed to know how to represent the house, and this force has picked up valuable information and made many friends since it took over the job of reception committee.

(4) Get Some Signs. It has long been a theory of mine that some tangible thing should be staring the president in the face all day, as well as on the desks of other members of the organization, which could act as an inside reminder of the outside advertising. No one person probably could ever act quite so cordially as the copy says the company feels toward the public. But a little

three-cornered sign on everyone's desk which would say "We try, here at headquarters, to be just as courteous and friendly as our advertising says we are," would advertising says we are," be a fine thing in any organiza-

tion.

(5) Dramatize Good-Will. have often thought it would be interesting for some president to divide the total good-will by the number of employees of the company who have personal contact with the public. It might be found, for example, that each office boy, phone operator, salesman and truck driver guarded each year an amount of good-will equal to four years' salary. could be pointed out that if each employee carried that amount in cash in a little black bag, the firm would furnish guards with guns to help him guard it. Yet the intangible good-will asset is at least as valuable as an equal amount in cash. This idea might help make each person guard his good-will segment more carefully.

(6) Pick a Comer. It is not beneath the dignity of a president to look over his office-boy personnel and pick out one or two who have started to develop the qualities of poise, personality and courtesy. He could give such boys a talk on meeting all visitors with courtesy, pointing out its importance to the firm, and offering the boys a definite opporfor self-advancement if they developed along these lines. This idea might help the president

also

(7) Watch the Outgoing Mail. This subject is a whole article in itself. Any president who is get-ting bored with his job can be guaranteed a thrill and food for thought if he will take home carbons of part of the week's outgoing mail and read them over

Sunday.

(8) Take a Good-Will Inventory. Check up carefully all people who can affect good-will, including delivery drivers, truck drivers, if any, shipping clerks, office manager and all the rest. This course has led to some interesting plans to make every

point where the company touches the public add to good-will instead of spoiling it. One company put a sign on the back of each of its big trucks saying: "This truck will be glad to turn out for you if you will sound your horn."

(9) Go over the Complaint File If You Keep One. There, hidden away from sight and memory, are countless ideas which can be made to build sales. This file has changed the course of many a business for the better. The concern which looks on it as a bother is asleep at the switch.

(10) Make It Your Business to Know. It is, as I have said, the

president's job to know how his representatives behave toward the public. If a man acts as the president would have acted under similar circumstances, we say he has correctly interpreted the policy of the house. The president with a grouch hands it on to the public.

These are a few suggestions by which the quality of courtesy may be improved and passed on to the people who buy. There is no firm in the country big enough to be able to afford a policy in which impoliteness, discourtesy or carelessness is a conscious part. The responsibility of being courteous to customers and visitors is one which is squarely up to management. And as several incidents, not set down, which have happened to me and to some of my friends recently, prove, there is still much room for improvement.

Newspaper Campaign for Santa Barbara

A campaign to advertise the city of Santa Barbara, Cal., is starting in newspapers throughout the country. This advertising is handled by the Los Angeles office of the L. S. Gillham Company, advertising agency. Full-page and smaller space is being used.

H. P. Termansen with Reincke-Ellis Agency

H. P. Termansen, formerly with Domestic Engineering, Chicago, and more recently with the Porter-Langtry Company, Chicago, is now with the Reincke-Ellis Company, Chicago advertising agency.

New Brazilian Trade-Mark Law

A new patent and trade-mark law has been adopted in Brazil that completely revises the existing laws relative to these subjects. A separate Government bureau has been created in charge of both patent and trade-mark matters. This new law goes into effect on March 1, and supplements the Patent Law of 1898, the regulations of October 21, 1913, thereunder, and also supplements the Trade-mark Decree of 1887 as amended by the Decree of September 24, 1914.

1914.

So far as trade-marks are concerned, the outstanding provision of the new law is that which requires registration according to classes, the classification of goods being divided into fifty classes (presumably somewhat similar to the classification followed by the United States Patent Office). Heretofore, it was possible to have a single Brazilian trade-mark certificate cover all kinds of goods, even when unrelated.

Under the new law, it also will be

Under the new law, it also will be necessary to publish the trade-mark for the purpose of opposition, in the "Review of Industrial Property" for a period of sixty days. The present regulations give, at most, thirty-five days to manufacturers and merchants residing abroad.

It is expected that State registrations of trade-marks, as at Sao Paulo, Rio de Janeiro, etc., will be eliminated under the new law, making it necessary to register all trade-marks at the National office.

Registers Stock Numbers to Stop Infringements

Stop Infringements

The Radio Corporation of America, New York, has made application for trade-mark registration of the letters "UV," which have been used since October, 1920, and have been used in all the company's advertising of the product. Registration at this time, PRINTERS INK is informed, is not in anticipation of any special advertising, but to take care of infringements that are taking place by new manufacturers of vacuum tubes. Application has also been made for registration of the letters "UC" which the company has used on electrical condensers since August, 1921.

A. B. Rand Joins Standard Rate & Data Service

A. B. Rand, formerly with the McJunkin Advertising Company, Chicago, and with the Shuman-Haws Advertising Company, Chicago, has joined the Standard Rate & Data Service, also of Chicago.

R. M. Nicholson Made Bank

Director

R. M. Nicholson, advertising manager
for the United Alloy Steel Corporation.
Canton, O., has been elected a member
of the board of directors of The Canton
Bank and Trust Company of that city.

k

the public. But a little teresting plans to make every

No. 4

hat are the people saying? Why are they here? What will happen next?

The dramatic situations presented on many magazine pages inevitably provoke such questions and arouse the reader's interest. And in many cases advertising pages are selling products which are not conspicuous on the page.

Manufacturers are creating selling impressions through a dramatic presentation of the product.

One magazine is also selling successfully through a dramatic presentation of its product. *Hearst's International Magazine* dramatizes all its editorial contents—facts and ideas as well as fiction. Over 500,000 readers are demonstrably eager for such a dramatic presentation.

Advertisers in *Hearst's International Magazine* are acting on a sound and logical principle—

STAGE YOUR ACT IN A THEATRE -

Don't Just Hire a Hall

Advertising Replaces Policy of "Viewing with Alarm"

Coal Sales Increase When Kansas City Coal Interests Locate the Real Sources of Their Competition and Decide to Merchandise Heat

KNOWING what to do in the face of competition is often a matter of realizing where the competition is. When it has been spotted and when it can be observed, the problem of neutralizing it becomes one of methods. Knowing where is quite as important as knowing how.

Many an advertiser has found after his advertising appropriation has dwindled that its force was not directed against the strongholds of competition but rather at some imaginary or unimportant sales barrier. The recent advertising activities of a group of Kansas City coal men present an interesting picture of the effort that can be made to keep sales from losing ground when competition sets a stiff pace.

These men, retail dealers, wholesalers and operators, have just finished a joint campaign of several months' duration, directed at their home market, Kansas City itself and the immediate surrounding territory. During a period when other fuels have been pushed more than ever before, this campaign has been of a really effective value in promoting coal sales. For that reason it possesses some significance from a merchandising point of view, even to the manufacturer who has no immediate interest in retailing or the sale of coal.

The most striking detail of this compaign is the suggestion that it offers as to what can be accomplished when the various members of an industry forget the scramble among themselves for business and go after more business for

the whole group.

In Kansas City, as in the majority of cases, it had long been every coal dealer for himself. Every retailer competed with pretty nearly every other retailer, and of course with the coke, gas and electricity companies, which as a rule made the purchase of their products easier and more attractive than the coal man. The sudden rise in the popularity of oil as a fuel, due to improvements in oil-burning apparatus, brought about a situation that was all but intolerable for the coal men. It began to dawn on them that instead of being competitors they were natural allies with their commodity, coal, as a common interest. The other fuels, gas, coke, electricity and oil, were their real and dangerous competitors.

Having spotted the source of the coal man's competition, the logical thing to do was to decide how to combat it. This matter pressed for settlement, since in the spring of last year the price of bituminous coal began to drop at a lively rate. In the face of a declining market lost orders naturally were doubly painful to

every coal dealer.

EXPLAIN ADVANTAGES

One of the first things that was decided on was an advertising campaign which would present the case for coal in such a way that any householder would know of the advantages of coal as opposed to other fuels before he placed his order. Twenty-four retail dealers and twenty wholesalers and operators got together and, for adver-tising purposes only, formed the Associated Coal Bureau of Kansas City. The operators and wholesalers agreed to pay 60 per cent of the cost of the advertising. Bringing the operator and retailer together into a co-operative movement was an unusual occurrence in the coal industry. It meant not only financial backing for the advertising, but it presented a solid front to the other fuels.

In June, 1923, the first copy appeared in one of the Kansas City newspapers. From then on there were two insertions a week, the copy varying in size from 300

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TELL IT TO SWEENEY!

-the beaux of Broadway!

Broadway, at Forty-second Street—broad highway of box offices, ateliers of amusement, palaces of play, clamorous cafes, dinning dance clubs, serried stands of seductive shops; strident street of sensation, stamping ground of the Sweeneys, average folks from everywhere. Drawn by its opulent offerings, its ruddy recreations, its luring lights, its figures of fleeting fame and tawdry tragedy, mothlike the masses swarm the sidewalks each night—a million odd transients, hicks and the baute monde from every hamlet clear across the country, to say nothing of those who live here.

Naturally this corral of the crowd is a vantage point for selling and advertising. Huge, brilliant signs scintillate and syncopate with messages of light, flaming advertisements that the eye cannot escape.

Above Forty-third Street, at a reputed cost of a hundred thousand dollars a year, Wrigley's manikins sell chewing gum to the Sweeneys at five cents a throw. Across the street, along the whole front of the Claridge, a freshly painted and brilliantly lighted streamer sign of the United States Rubber Company competes with Mr. Wrigley's customers in offering tires. Collars, cigarettes, soft drinks and a great department store blazon their bequests of good will for trade—the trade of the Sweeneys.

Two blocks up, Mr. Haldeman Julius pays a rumored rent of ten thousand dollars a year for a shop of twelve feet frontage where he sells at five cents pocket-size copies of the classics—to the Sweeneys.

At Fiftieth Street is the Capitol, largest motion picture theatre in America, where "premier world presentations" accompanied by symphony orchestra, operatic vocalists and a ballet program are offered—to the Sweeneys.

At Fifty-fourth Street, on your right, is Henry Ford's Eastern division sales office, which will dispose of about 160,000 Ford and Lincoln motor cars this year—to the Sweeneys.

Across the street is the office and showroom of the Buick Motor Car Company, which last year did a gross business of approximately \$32,500,000, with a sale of more than twenty-five thousand cars—to the Sweeneys.

Nightly in one of the smart dance clubs about the district you may find Valerie Berthelot (born Sophie Klutz), who is doing "big things" for the Recent Film Company, dancing in the arms of Sylvester P. Jones, who turns out f. o. b. Detroit the snappiest little

roadster in the fifteen-hundred-dollar class. The cover charge and the check at this place come high, but Sylvester and Valerie should worry. The Sweeneys pay both of them well.

A little farther, where Broadway enters Columbus Circle, there is a tall, white pile that houses the Gotham Bank, a growing financial institution which protects the deposits of the automobile dealers—Sweeney's money.



TELL It to Sweeney-Continued

IT IS little wonder that advertisers should strive to tell their story to this street of spending. The electric signs command high figures, according to their location, their visibility, their attention value. When a lease on one of these signs expires there is sometimes spirited competitive bidding from advertisers anxious to talk to the Sweeneys, the beaux of Broadway.

This is one instance where the national advertiser has recognized the mass market. Broadway signs are sought for media.

The advertiser now has in New York another mass medium, that reaches more people per day than a Broadway sign, that gives the advertisement visibility and high attention value, that costs little, and that produces results which can be definitely checked—The News, New York's tabloid picture newspaper, with the largest daily circulation in America. There are as many and as great opportunities for advertisers in this medium as there are among Broadway signs; and all the good locations aren't leased yet.

Tell It to Sweeney in the largest market in America through the largest daily circulation in America. Get the facts!

"Tell It to Sweeney" has been issued in folder form. Write for the series on your business letterhead.

THE NEWS New York's Picture Newspaper

25 Park Place, New York Tribune Bldg., Chicago

lines to a full page. The bureau presented coal as the most dependable fuel and the cheapest fuel. It reminded the householder that the dealer and the mine owner wanted the purchaser to get the best results obtainable. To this end it urged him to consult with his dealer. Other copy stressed the value of buying at the time when the best-informed men believed the bottom of the market had been reached. To meet the competition of gas- and oil-burner companies the coal men argued: "There is one dependable source of heat-coal. With coal in your basement you will always have plenty of heat, a condition not always assured in cases where thousands of homes are drawing on the same source of heat. With coal in your basement you will always have plenty of heat without any worry caused by an irregular flow of fuel through clogged pipes. You can't afford to take chances with your health. Order your coal now while you can get it at the most reasonable price, and be sure of spending the winter in a home perfectly heated. Call your coal dealer today."

The Kansas City advertising continued steadily from June, 1923, until January, 1924. Its cost was \$20,000, the operators and dealers participating being assessed according to their tonnage delivered in Kansas City in 1922.

The Kansas City ampaign would have been considered a success if sales had held their own in the face of the 1923 competition, which was keener than ever before. The retailers say that they have felt the effect of the advertising plainly. Sales for 1923 were well in advance of those of the preceding year, a condition which was not duplicated in many communities in the Middle West. Dealers said in addition that there was a better feeling on the part of customers toward the coal operator and retailer and less cry of robber and profiteer.

For a long time furnace and stove manufacturers carried a large part of the advertising burden of coal, while the coal interests stood by impressed but inactive. Of course this could not go on indefinitely. The furnace and stove men had their own problems to overcome without fighting the battles of any other industry. No one knows better than the coal men themselves the urgent demands which the coal situation is making and will probably continue to make. Department of Commerce figures show that production for 1923 was far above consumption. Price movements traced an almost unbroken downhill course. Costs, according to coal men, showed no corresponding decreases.

That coal men will find it necessary to get together more than they have in the past with the object of concentrating on vigorous selling measures is indicated from several sources. President Crowell, of the National Retail Coal Merchants' Association, said in Chicago a few days ago that possibilities were never better for close co-operation of all branches of the coal industry-for its own benefit and for the betterment of service to the public. The explanation of coal economies, the handling of complaints of disgruntled customers and better knowledge on the part of the public of heating problems are some of the fields which the united industry can profitably explore, according to President Crowell.

It has been estimated that each oil-burner installed replaces over twenty tons of coal per year. Whether or not this is a fair estimate coal operators and retailers will not be slow to see the advantages accruing from organizing and advertising to offset the loss in annual tonnage that each oilburner carries with it. Coal men have much to advertise, as the Kansas City campaign and a similar campaign in St. Louis have shown. They know full well where their real competitors have drawn up their front lines. The next move is to end the period of "viewing with alarm" by seizing the offensive.

The Tasty Baking Company, of Phila delphia, bakers of Tastykake, has placed its advertising account with W. H. Trump, Philadelphia advertising agency. Beautiful Jus

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In any language this is a beautiful and highly desirable fur coat.

No other method available to merchants at the point of sale offers Rotogravure's possibilities for perfect reproduction of beautiful merchandise.

Let Pictures Tell the Story

ROTOGRAVURE
Perfect Pictures - the Universal Language



This is the third double-page color advertisement as is appears February 9. Single pages in color altern furth with the double.

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quick glance tells the story. To young avure. old alike, pictures are the universal earano me, and in pictures Rotogravure gives the high lights of the world's news at and abroad in faithful detail. There misunderstanding the message of Roto-ne. It is quick. It is accurate. It is some. It stimulates the thought of entire household.

the screen on which the alert eye of the camera registers the world's activities.

If there is a Rotogravure Section in your local paper, you will find it listed in company with the finest papers published in America.

Kimberly-Clark Company

Neenah.Wis.

cavuret gravure is interesting and as broadly reulation as is news itself, for Rotogravure is

entais is part of Kimberly-Clark Company's campaign ltern further public interest in Rotogravure and newsers which carry it.

YOU

WERE

THERE



This advertisement and the one on the preceding pages are pub lished to promote public interest in Rotogravure and the paper which carry Rotogravure sections. Kimberly-Clark Company Neehah, Wisconsin, manufacture Rotoplate, a perfect paper for Rotogravure printing, which is used by the following papers

City
Albany, N. Y.
Asheville, N. C
Atlanta, Ga.
Atlanta, Ga.
Baltimore, Md.
Boston, Mass.
Boston, Mass.
Brooklyn, N. Y.
Bunalo, N. Y.
Buffalo, N. Y.
Buffalo, N. Y.
Chicago, Ill.
Cincinnati, Ohio
Cincinnati, Ohio
Cleveland, Ohio
Cleveland, Ohio
Denver, Colo.
Des Moines, Iowa
Detroit, Mich.
Detroit, Mich.
Erie, Pa. Fort Wayne, Ind.
Hartford, Conn.
Havana, Cuba
Houston, Texas
Indianapolis, Ind.
Kansas City, Mo.
Los Angeles, Calif.
Louisville, Ky.
Louisville, Ky.
Memphis, Tenn.
Mexico City, Mex.
Milwaukee, Wis.

Journal

Paper	City
Knickerbocker Press	Minneapolis, Mini
Citizen	Minneapolis, Minn
Constitution	Nashville, Tenn.
Journal	New Orleans, La
Sun	Newark, N. J.
Herald	New York, N. Y.
Traveler	New York, N. Y.
Standard-Union	New York, N. Y.
Courier	New York, N. Y.
Express	New York, N. Y.
Times	New York, N. Y.
Daily News	New York, N. Y.
Commercial-Tribune	New York, N. Y.
Enquirer	Omaha, Neb.
News-Leader	Omaha, Neb.
Plain Dealer	Peoria, Ill.
Rocky Mountain News	Philadelphia, Pa.
Register	Providence, R. I.
Free Press	Rochester, N. Y.
News	St. Louis, Mo.
Dispatch-Herald	St. Louis, Mo.
News-Sentinel	St. Paul, Minn.
Courant	St. Paul, Minn.
Diario de la Marina	San Francisco, Cal
Chronicle	Seattle, Wash.
Indianapolis Star	South Bend, Ind.
Journal-Post	Springfield, Mass.
Times	Syracuse, N. Y.
Courier-Journal	Syracuse, N. Y.
Herald	Washington, D. C.
Commercial Appeal	Washington, D. C
El Universal	Waterbury, Conn.

n. Journal Tribune Banner Times-Picayune Call Corriere D'America Evening Post Forward Herald Il Progresso Times Tribune World Ree News Journal-Transcript Public Ledger Journal Democrat-Chronicle Globe-Democrat Post-Dispatch Pioneer Press Daily News if. Chronicle Times News-Times Republican Herald Post-Standard Post Star Republican Wichita, Kan. Eagle

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Paper

Prints Perfect Pictures - the Universal Language

When Illustrations Perform Headline Duty

Illustrations That Usurp the Headline's Prerogatives Help to Sell Yale Locks, Armco Ingot Iron and Veedol

By a Commercial Art Director

"T HE picture and headline decide the fate of our advertising," declared a vice-president in charge of such matters at a council met to decide on his company's 1924 campaign. The product concerned was sold to grocery, delicatessen and kindred stores.

An artist was displaying his sketches. The vice-president refused to consider many that others thought most attractive. He brought out a sheaf of typed notes—specific data on every advertisement used during the last year—the number of inquiries received from each, and the estimated response.

"Now," he said, reading off figures showing the relative values of certain layouts, illustrations and headlines, "here is proof that copy which seems extravagantly clever and impressive does not always bring home the bacon"

always bring home the bacon."
He showed that many of the "pet" advertisements of artists and copy writers had brought in the least actual business. Worth quoting are the following paragraphs from his memorandums:

If we do not get off to a propitious start, we may look for failure. Both picture and headline decide the fate of our advertising.

our advertising.

A certain headline and illustration tried by us in three different advertisements, the body of the message changing in each instance, always gave adequate returns. Taking these same messages, and giving them other combinations of headline and illustration, decreased the volume of returns.

People appear to make quick decisions. If the headline has real selling value, it may be employed over and over again without apparent diminution of power. And the best type of picture is the one which is virtually a headline in itself.

Current advertising furnishes several excellent instances of this type of illustration which possesses the inherent characteristics of profitable headline. The Purina Mills, advertising balanced rations for chickens, desire at once to tell the farmer that the use of Purina Chows means more money in his purse, because perfectly conditioned hens lay more eggs. "More eggs now means more money" is therefore an ideal headline because it is a definite promise of greater returns. The farmer will seldom have greater concern in any advertisement.

hundreds of ways this thought, for similar products, has been illustrated. Most of them, as a rule, are conventional; a picture of a hen on her nest, of chickens in their runs, of poultryyard scenes under local conditions. This Purina advertisement, however, instantly catches the eye and interest and interprets, pictori-ally, the message of the headline. large, verv old-fashioned purse, opened, fills the upper half. Small farm buildings at the base of the illustration make the purse appear gigantic. And sitting com-fortably within the purse is a contented hen—laying dollars, one easily imagines.

A hen laying eggs or dollars in a great purse is certainly not the first idea an artist would hit upon. Profits are visualized in a way. The composition is simple, straightward, and its every part has to do with the poultry business. There is nothing pictorially irrelevant. Without word of text, this illustration would virtually say to the reader: "Do you want your hens to lay extra profits in your purse-if so, here is the way."

"Headline illustrations," as we have found them, are nearly always high-powered as to idea. They never do the obvious, the trite, and they very often deal in allegory, in demonstrations, in comparisons which cause quick

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They are spicy with thinking. suggestion relating to the product.

A recent Tide Water Oil advertisement furnishes an illustration which fills the above specifications. A man, photographically presented, is seated in his car, at the wheel. A pointed finger is raised and directs the eye to his exact counterpart which forms

clear that an automobile owner is having a serious, heart-to-heart talk with himself, on the subject of lubrication.

An illustration in advertising which stirs the imagination, shows the deck of a liner, with davits for a lifeboat swung into the centre of interest. Below, to the horizon, is the sea, and a steaming

> ship tiny in the distance. But no real lifeboat swings from those davits. It is a perfectly proportioned ocean

greyhound.

One common desire is created by that picture: What does it signify? What is the story? It must be something of more than passing interest. This then is a headline - illustration which awakens interest, inquiry and curiosity. The text, in part, reads:

Imagine the gigantic Leviathan swung as a lifeboat on the deck of a far great-er steamer! Such a vessel would have a tonnage equal to the combined tonnage of fifty of the largest passenger and freight steamers now sailing the Atlantic and Pacific—of a dozen Govern-ment transports—and a

hundred famous yachts.

There is a list of steamers, transports, and yachts, ers, transports, and yachts, whose combined tonnage would equal the tonnage of such a vessel. The Leviathan, America, George Washington, Korea, Kroonland, President Grant, and Corsair are a part of this list. It is a fleet of fine ships, in whose galley equipment Armo Insut Iron is used.

ment Armeo Ingot Iron is used.

The problem of the advertiser. therefore, was not to picture one boat, one equipment, but to make the unimaginative reader have some sort of appreciation of the gigantic tonnage of the combined

An advertiser who would de-liberately "grab" attention, must do what the average advertiser is not doing. He must see through different eyes and from a totally different perspective. This sense of perspective is easily lost, and the mistake as easily made of imagining a subject of



A SIMPLE AND EASY ACHIEVEMENT OF TELLING EFFECT

other side of the composition. The reader, therefore, is confronted with the startling idea of a man talking to himself. Such illustrative effects are secured by making a positive photographic print in the usual way, and another print from the negative reversed and patching the two together. Comparatively easy it is to show a man actually talking to himself.

Not once in a hundred times do you come across a picture of this character, therefore it immediately commands your attention. Best of all, it speaks in the language of the pictorial. No words are required to make it is art ect

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Cost of Coverage!

NE of the largest users of advertising space in the country has discovered that THE MORNING WORLD provides City Concentration 32% more economically than the average of all other morning papers used; and that THE SUNDAY WORLD delivers its City Coverage 45% under the prevailing Sunday average.

Advertising can be purchased as economically as any other commodity that enters into commerce.



MALLEES BLDG. PULITZEE BLDG. (IBNERAL MOTORS BLDG. CHICAGO NEW YORK DETROIT CHANCEST BLDG. TYTLE INSURANCE BLDG. SAN FRANCISCO, CALIF LOS ANGRESS, CALIF.

SECURITIES BLDG, SEATTLE, WASH. particular personal interest as possessing an equal attraction for

the public in general.

A Yale lock illustration has as its uppermost consideration the thought of staying the hand of the thief who would make away with the unattended automobile. An illustration which would have passively shown a car at a curb,

Then Lifebuoy broadened the erspective. It illustrated the perspective. reason why people should bathe scientifically. And at once a vista opened up of streets, of traffic, of crowded surface cars, of baseball games played in back lots, and of children fraternizing with other children, in public parks. All of these human contacts suggested

the practical need of a new kind of soap.

And the moment the new perspective was gained, themes for illustrations were opened up. which left all the old regime behind. Every picture became a headline in itself.

The Daniel Green Felt Shoe Company has been de-veloping the idea of slipper veloping the luca of stages mileage in its advertising, to show the superior wearing qualities of its products. At the same time this advertising combats the advertising combats the careless use of the trade name "Comfy" as a word to describe felt slippers of this kind, in general.

A warranty is given with each pair of slippers, with a blank for the insertion of the date of purchase. The buyer is asked to preserve this slip and demonstrate for himself the longer wear given by "Comfy" slippers.

material.

Slipper Mileage Is Advertised

The warranty also contains a provision covering defects of workmanship or



PERMANENCE IN PANAMA

A STORY OF GIGANTIC PROPORTIONS TOLD IN THE ILLUSTRATION

or which would have featured the actual installation of the lock, would scarcely have raised a ripple of interest. The Yale method is to show a very large grasping hand, held in check by the chain and locking device, while the car itself is a mere shadowy suggestion in the background. The sheer dramatic power of this hideous, grasping hand, gives the picture "headline value," before a word is spoken.

For years Lifebuoy Soap used scenes of men and women washing in bathrooms. Only the immediate perspective of practical use was utilized.

Detroit Lithograph Firms Consolidated

The Adams Lithograph Company and the National Photolith Company. Detroit, have been consolidated and will be operated as the National Lithograph Company. The officers of the company are: W. N. Winfield, president; A. J. Mayer, vice-president; W. B. Gregory. treasurer; C. A. H. Thom, secretary, and Robert W. Hamilton, assistant treasurer.

Poultry Food Account to Snitzler-Warner

The poultry food advertising of the Albert Dickinson Company, Chicago, is now being directed by the Snitzler-Warner Company, advertising agency of that city.

ohn E

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142,874 Pennsylvania Women

PURCHASING patterns by mail from THE NORTH AMERICAN has become a habit with Pennsylvania women. We received 142,874 mail orders for patterns in 1923.

85% of THE NORTH AMERICAN'S circulation is home delivered. Our reader confidence means a lot to the advertiser.

Its Character Creates Confidence

THE NORTH AMERICAN

PHILADELPHIA

ohn B. Woodward Woodward & Kelly

Detroit

San Francisco Woodward & Kelly R. J. Bidwell Co. 408 Fine Arts Bldg. 742 Market St.

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Here's a Good Lead to Follow in Cleveland

The preference of automobile advertisers for THE NEWS among the daily papers in Cleveland was strikingly shown on the occasion of the recent annual Cleveland motor car show.

Here's the automobile advertising record of the three leading dailies during show week— January 19th to 26th:

	Total inches	Pct. of total
THE NEWS	3310	42 pct.
The Press	2473	32 pct.
The Plain Dealer	2062	26 pct.

THE NEWS, excess over The Press, 937 inches, over The Plain Dealer, 1248 inches.

THE NEWS and THE SUNDAY NEWS-LEADER, during show week, carried 7332 inches of automobile copy, while the Daily and Sunday Plain Dealer carried 6947 inches. That automobile advertisers show greater and greater preference for THE NEWS is a fact which should be interesting not only to the motorcar builder and dealer but also to you, whatever you may be advertising or selling.

For their preference simply means that they know Cleveland is an EVENING-PAPER city and that, in the evening field, THE NEWS is the outstanding choice of those families who have money to spend.

have money to spend.

In Cleveland advertise in the EVENING—
advertise in THE NEWS.

The Cleveland News and Sunday News-Leader are represented by George A. McDevitt, Inc., 303 Fifth Avenue, New York, and 914 People's Gas Building, Chicago.



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Oklahoma climbs another step

Oklahoma ranks thirteenth in comparative rank of states
1923 Value—\$264.975,000

	Rank						Hypothetical value of all Crops		
1	1923 192			22 1917-1921		1923	1922	1921	
	All	22 Crops	All Crops	22 Crops	All	22 Crops	1,000 dols.	1,000 dols.	1,000 dols.
Oklahoma	13	13	14	15	16	14	264,975	239,480	167,029

Oklahoma's Principal Crops, Ranks and Values

	1923	Rank 1922	1921	Value (Basis Dec. 1st Price)			
				1923 1,000 dols.	1922 1,000 dols.	1921 1,000 dols.	
Cotton	8	7	8	91,760	72,153	37,059	
Winter Wheat	5	7	4	33,759	30,723	40,700	
Corn	23	21	23	32,656	40,320	24,616	
Hay (tame)	20	23	29	21,421	19,300	11,341	
Grain Sorghums	3	2	2	16,814	15,660	7,812	
Oats	16	13	16	12,480	13,500	9,531	
Broom Corn	1	1	1	5,066	4,154	1,472	

Figures from Weather, Crops and Markets, December 29, 1923. U. S. Dept. of Agriculture.

With Oklahoma so obviously one of the nation's most important agricultural markets, how fortunate there is available such an influential farm paper as:



Edgar T. Bell, Adv. Mgr. Oblahoma City, Okla.
THE OKLAHOMA PUBLISHING CO.
THE OKLAHOMAN & TIMES - RETAIL SELLING
E. KATZ SPECIAL ADVERTISING AGENCY
NewYork Chicago Kansas City Atlanta San Francisco

WALKER THE TOTAL THE TOTAL

How Westinghouse Stimulates Interest in Better Letters

"Make the Letter Writer Think" Is the Basis of Its Correspondence Supervision

By August Belden

LETTERS, through whose progress wit scatters its scintillations, criticism its instruction, knowledge its treasures, or fancy its glow, are now beneath the dignity of the most eminent

reputation.

Yet many business houses with the most eminent reputations pay little or no heed to the character of their correspondence. may be because they have not yet recognized the importance of letters, or because, recognizing it, they have not found a practical means for improving them.

Raising the standard of one's correspondence cannot be simply the result of an executive order. It is rather a matter of slow growth, of constant supervision and of teaching those who write, not merely a set of rules, but the fundamental principles of the art of writing. And this includes much more than a study of grammar, construction and punctua-tion. It brings one into the realms of philosophy and psychology and the study of those qualities which go to make up human character. Therefore it is a subject of some depth, striking at the very heart . of education and culture.

T. H. Bailey Whipple, literary critic of the department of pub-licity of the Westinghouse Electric & Manufacturing Company of Pittsburgh, believes that the chief function of a correspondence supervisor is to stimulate correspondents to think. If this can be done teaching becomes easier. If it cannot, all the sets of rules ever printed will do little good in the work of improvement. There is nothing drier on the face of the earth than a set of rules, there is nothing less human or more devoid of interest to the average man unless he can be

stimulated to think so that he will make use of them as a means to an end.

For some years the Westinghouse company has been doing excellent work in raising the standard of its correspondence and yet, Mr. Whipple says, the work has only just begun. hope is that the better letter inwill gradually spread throughout the entire organization until a letter becomes, in the eyes of all, as important as a rheostat or a motor. And why should it not be? A letter is the ambassador which goes out ahead of the rheostat to prepare the way for it, or which follows it to answer a complaint or collect the money due. It should, therefore, be just as representative of the company as a salesman, an engineer or the president himself.

LESS ERRORS

Although the work of correspondence supervision has not yet progressed as far as the company would like, most excellent results have already been obtained during the period that the work has been going on. In advertising copy, letters and various manuscripts, for example, there is not to be found as much as 10 per cent of the errors which occurred a few years ago when the work was first begun. Stenographers have greatly improved in matters of artistry. accuracy and speed and a better sympathy and co-operative spirit exists between them and correspondents. The following words will be found in the introduction to the company's "Manual for Dictators."

The purpose of this manual is to stimulate its readers to think; to arouse a feeling of pride of performance, and of responsibility

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to the company and our customers; to remedy the bad habit of carelessness in expression. It is not an attempt to give the fundamentals of correct language. It must not be regarded as a substitute for school, home and self-training. Native ability, ambition, pride, thought, analysis, practice and a sense of responsibility are the only means of acquiring the art of forceful, vital, clear, winning, convincing, persuasive and generally effective business expression.

"But few people can state a simple fact clearly, concisely and correctly with the elegance of

simplicity.

"Skill in composition is no longer regarded by Big Business as a matter of natural gift, nor as the exclusive possession of scholars. Skill, if not expertness and mastership, is now a business necessity for him who represents great business institution through his written words. Competition, if nothing else, is forcing the conviction that no business can continue to thrive if its messages to the buying public are crude and weak when compared with those of other companies that are sparing no means to make their messages strongly convincing, persuasive, and effective in favorable reaction to the business appeal.'

This is the basis of the company's approach to all those who have to do with correspondence. It tends toward creating a desire to become skilful and when one desires to become skilful he will absorb instruction. If he does not so desire, sets of rules and li-braries of manuals are wasted if placed before him. Again, let me quote from the "Manual." "The biggest reason why so many dictators write mediocre letters is not so much that they lack ability, not so much that they lack experience—but that they lack in-terest. They often don't seem to care very much one way or the other whether their letters are successful because, as they think, it is nothing out of their pockets if their letters fail, and it is nothing in their pockets if their letters succeed. More men have failed to get ahead in business on account of this lack of interest in the welfare of a business than have failed for any other one cause that we know. The guide post that points the way to success reads, simply, 'Take as much interest in striving to get results from your daily work as the employer himself would take.'"

The background of education for Westinghouse employees is the educational department for the training of graduates from technical and scientific schools, the Westinghouse Technical and the Westinghouse School Club. Although the commercial training section of the educational department was established in January, 1910, yet it is only within the last two years that the company introduced the study business English, a matter which Mr. Whipple believes should have been the first to receive attention. apprentice students graduates from the best technical and scientific schools of the country, yet they are wofully deficient in the knowledge of language. But the company is beginning to realize that it is "an anomaly to spend many thousands of dollars a year in after-school education of college graduates, and yet to give inadequate attention to training in business composition."

PUBLICITY DEPARTMENT LEADS THE WAY

The department of publicity is now leading the way in correspondence training and through the instrumentality of its literary a business composition course has been prepared for all those who wish to take advantage This course of study is based upon the text-books and problems prepared by professors in the Business English Depart-ment of New York University School of Commerce; Accounts and Finance. In addition to the books thus selected, it is recommended that everyone provide himself with a good dictionary and book of synonyms. All material and expert criticism of problems are furnished at nominal cost.

The course is divided into thirty-two lessons which consist of text assignments and problems. If desired, sixteen or sixty-four week divisions of the course can be elected in place of the standard thirty-two week schedule.

To supplement this course and to make it possible for those desiring to improve their work quickly three special pamphlets have been prepared by the de-partment. These are, "Principles of Business Letter Writing"; "Manual for Dictators"; "Manual for Stenographers and Dictaphone

Operators.

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The introduction to "Principles of Business Letter Writing" says, "Many of the leading colleges, particularly the schools of technology, are now using this booklet as supplementary text. popularity has been all the more gratifying because it was deemed doubtful by some, that a business treatise written in literary style would meet with such favor. The result, however, proves that in reality the line of demarcation between so-called business Eng-lish and literary English is very narrow."

The purpose of this booklet is simply to suggest. Therefore the subjects covered are the high spots of letter writing such as the general characteristics of good business letters; clearness, conciseness, completeness, correctness, courtesy; the personal characteristics which should be cultivated as, originality, imagination and sympathy; technique and methods; mistakes in language; questions and answers, and three articles on the general subject of letters, the titles of which are: "The Business Power of Language," "Language

A Business Tool," "Better Business Letters."

The "Manual for Dictators" is a pocket size volume which covers a variety of subjects such as, the use of the dictating machine, dictation, sequence in dictation, guide chart for correspondents, instruction in the word, the sequence and the paragraph, a list of words and phrases frequently misused, a list of abbreviations, proof-reader's symbols, recommended books and editorial matter on the general subject of letter writing.

The "Manual for Stenographers and Dictaphone Operators" is of a similar nature, but discusses mechanical matters in much greater detail, covering practically everything a stenographer should know in regard to her work. A partial digest of headings and sub-headings in this manual will serve to show the type of information given in its pages.

Organization (the principal departments of the company).

Supplies. Taking Dictation. Typewriter.

Copying letters and other matter.

The letter itself. Enclosures. Addressing. Radiograms Telegrams. Punctuation. Paragraphing. Dividing words. Stencils.

Mailing instructions, etc., etc.

The object of these books is two-fold, to inspire correspondents to think and to give them practical material in a condensed and easily understood form. More thorough instruction is given in the thirty-two-lesson course mentioned above. Further assistance is also rendered by the department of publicity in its work of reviewing the company's correspondence and making practical and constructive criticism.

National School Supply Association Elects Officers

John B. Brain, Omaha School Supply Company, Omaha, was elected president of the National School Supply Association during its convention at Chicago. Other officers, elected at that time were: H. H. Young, J. L. Hammett Company, Cambridge, Mass., first vice-president; F. G. Webb, Clanton & Webb, Atlanta, second vice-president. Frank Bruce, of The Bruce Publishing Company. Milwayker, was re-elected Frank Bruce, of The Company, Milwaukee, was re-elected

Company, science of the control of t

Why is it—

that Vogue is the only periodical ever published that is as carefully read by the consumer world as by the trade world?

The reason is the extraordinary accuracy and speed—and above all, *prescience*—that is back of Vogue's reporting of fashions.

The reason for that, in turn, is that Vogue is reporting fashions for the very smart women who are travelled, who are leisured, who have money and great knowledge of the mode, and who must have the very latest thing, at the instant when it is still "the latest."

Now here is a little example of why Vogue has achieved this position with both the trade and the feminine reader:

Today you hear on every side about "the return of the tailored suit." Well, Vogue reported this just a year ago—

in February 15th, 1923

months before any other magazine, VOGUE noted the return of the classical tailored suit beginning with this sketch in its Forecast of Spring Fashions, February 15th, 1923.

> A tailor-made suit attains chic by a single French gardenia; a cloche hat, from Christine, by a brilliant handkerchief. Cruger's creates an umbrellaparasol of exceptional chic.

Illustrations copyright by Vogue

followed by



sketches of notable variations in O'Rossen tailored suits from Paris in the

April 15th issue, 1923

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and photograph of the Countess Salm (then Miss Rogers) returning from Paris wearing the O'Rossen tailleur in the

May 15th issue, 1923



and_

—in the June 1 issue



Vogue made this definite announcement that the tailleur was in for a general revival among smart American women,

over a month before the first mention of the tailleur by any other magazine.



THE CHIC OF THE CLASSIC TAILLEUR IS FIRMLY REESTABLISHED AND THE CLASSIC TAILLEUR THE CLASSIC

Now today—

nearly a year later— Vogue's judgment is confirmed:

The tailored mode has taken America by storm, as witness

- ... the shop windows.
- ... the advertisements of metropolitan merchants.
- AND. . . the announcements of other fashion publications.

Small wonder that

it

Vogue is recognized

by smart women and the trade which serves them as the shrewdest judge in the world of what will—and what will not—be the mode

In November, 1918, Vogue forecast

In December, 1919, Vogue forecast THE FRENCH SHOE

In May, 1921, Vogue forecast THE LONG SKIRT

In June, 1921, Vogue forecast THE BANDANNA HANDKERCHIEF

In August, 1922, Vogue forecast

In February, 1923, Vogue forecast THE TAILORED SUIT

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Name another Afternoon Newspaper that Leads in Financial Advertising

WHEN you do, you will name a newspaper that has an overwhelming lead over its morning competitor in circulation, advertising, reader confidence, prestige and everything else that makes one newspaper stand out as dominant in its community.

Financial advertising has always gone to morning newspapers because of the time element entering into it.

There are rare instances, however, where the afternoon newspaper is such a decided first choice of reader and advertiser alike that financial advertisers forsake the precedent long since established.

This situation is true in Birmingham. During 1923 The News carried 446,250 lines of Financial Advertising. The morning paper carried 394,226 lines. This is but added proof of the position The Birmingham News holds in its field.

The Birmingham News has the most complete financial pages in the South. It prints today's financial news today.

Net Paid Circulation Greater Than 75,000 Daily 83,000 Sunday

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO. New York J. C. HARRIS, Jr. Atlanta KELLY-SMITH CO. Chicago

Does the Automobile-Owning Public Eat Macaroni?

Too Many Manufacturers Are Putting the Blame for Reduced Sales Volume on the Automobile

By W. B. Edwards

THE word "statistics" is diffi-cult to pronounce. In fact, it is said that in the dark ages, wives used the word "statistician" as a test when friend husband returned home after working overtime or remaining up with an ill friend. Now, I am not one who would

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decry statistics. On my desk, as I write this, is a copy of the Statistical Abstract of the United States for the year 1922. There are something like 700 pages of solid statistics and I am duly impressed. Without statistics, the modern manufacturer would be helpless. Consequently, although figures are like horrible gnomes to me, I do not merely tolerate the statistician; I recognize his important role on the business stage.

At the same time, I have received oil stock literature enough to realize that the vaudeville juggler is a clumsy muddler alongside of the expert juggler of fig-Also I have observed a sufficiently large number of statistical diagnosticians to understand that the intrepretations placed on a table of figures may be as numerous as the intrepreters and yet each will sound exceedingly plausible.

Consequently, when I read figures concerning the scope and extent of the automotive industry, and see these statistics pointed to as the cause of poor business in another line, I start to look for a nigger in the woodpile. According to my information, the macaroni industry is in bad shape. A news item which came to my attention recently mentioned that not over a dozen firms, out of more than 500 manufacturing macaroni in this country, can be termed successful. Perhaps the accuracy of these figures-like so many others-is open to question.

TH CO.

I quote them only because they do indicate an industry that has been in a rather serious slump and I am curious to know whether the automobile has been held responsi-

I learn from the automobile trade papers that outstanding time payments now run up to \$1,500,-000,000. That is a stupendous figure. It would be interesting to know what is the value of outstanding time payments in the furniture field. If furniture is not being sold on the deferred payment plan to the same extent as ment plan to the same extent as automobiles I know at least one reason for it. When an automobile is purchased on the instalment plan, it generally does not cost over 6 per cent more. But one cannot be too sure of that if furniture is being bought on deferred payments. I know it to be a fact that one of the large credit furniture houses extorts a 16 per cent bonus. The interest charge is supposed to be only 6 per cent, but the other 10 per cent is tacked onto the selling price.

THEY MUST WEAR CLOTHES

The National Association of Retail Clothiers and Furnishers has investigated the effect of automobile sales on the clothing business. The association reports "As an illustration, in a Texas district where the cotton crop was big and prosperity to cotton owners resulted, clothing merchants stocked up to be prepared for the expected rush when cotton was marketed and paid for. Instead of clothing, however, 1,000 automobiles were bought with the money."

It happens that I have several equaintances in Texas. Last acquaintances in week I received from one of them a copy of a farm publication that confines its editorial attention to the Lone Star State. The leading

article in this paper was entitled: "Living Standard High on Texas The article referred to Farms. investigation recently completed by the United States Department of Agriculture. It was during 1920, when the bottom of the after-the-war depression was reached that the survey was made. Yet I find, according to the report, that the clothing bill of owners averaged \$382; of tenants \$264, and of croppers \$243. I know many city folks whose annual clothing bill is smaller than that. During the same period, these same Texas farmers spent, for modern conveniences, such as automobiles, electricity and tele-phones, \$237 for owners; \$153 for tenants, and \$95 for croppers.

Perhaps the ratio has changed considerably since 1920. Forgetting that for the moment, though, I wish someone would explain to me what these Texas farmers would be doing with "Sunday" clothes were it not for the automobile. Texas is a State of vast The farmer who is distances. unable to do any visiting, unless he takes a week off-which is something few farmers are able to do-has no need for an extensive wardrobe. But with the automobile to annihilate distances, and the consequent increase in social intercourse, it seems to me that there would be a greater need, and a greater demand, for "Sunday" clothes.

However, these clothing merchants report that the expected "rush" for clothing did not ma-It seems to me that. very likely, these dealers were too confident of the forthcoming When one expects a "rush" he gets his decks cleared for action and then sits back and waits for things to happen. I am ready to gamble, though, that the automobile dealers, instead of expecting a "rush" went out into the farm lands and did some pretty tall rushing themselves. That is one reason why, instead of clothing, 1,000 automobiles were purchased by these Texas

There are many more reasons

that could be pointed to as responsible for the unfortunate condition of the Texas clothing merchants. Among these I might mention the following: The National Automobile Chamber of Commerce is compiling some figures which show that the "1913 dollar" is worth \$1.11 today in the purchase or an automobile; \$1.04 in the purchase of gasoline and \$1.23 in the purchase of tires. In other words, the automobile manufacturers and allied industries have reduced prices time and again. Every time a saving could be made the price was slashed. In any number of instances, prices were cut in anticipation of expected economies. As a result, the pre-war dollar in the automotive field has a high purchasing power.

I don't believe as much can be said in the clothing field or other fields that I could mention, such as furniture. While I haven't before me cost of living statistics, I believe it is quite safe to say that the clothing dollar of 1913 is worth about sixty-five cents today and the furniture dollar even less. Some day, certain manufacturers will learn that it does not pay to charge all the traffic will bear. When they do we will hear less complaining about the inroads of other businesses.

A WAIL FROM A MANFACTURER

A shoe manufacturer was telling me that the automobile was cutting into his business. He didn't mean that people were walking less. What he referred to was that, in his opinion, people were not buying as many, or as expensive, shoes as they did before automobiles began to be parked outside of almost every door.

Shortly after receiving this interesting bit of information I came upon this sentence in a shoe trade journal: "The rate of change in style the past few seasons has been a kind of 'you cut my throat and I'll turn the knife on you." I can't imagine an industry in that frame of mind achieving any great amount of success. The automobile manufacturers do not sit

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Why Do We Publish House Organs?

By Thomas Dreier

Of course a house organ isn't going to produce magical results in a minute. Its power is in its persistence. As a fern, delicate as it is, will force itself through asphalt, so will a properly edited publication force its way through the hardest kind of opposition.

It will not do good work for business men who use it spasmodically. When a doctor prescribes one dose of medicine every morning before breakfast it is no real economy to disregard his advice and take the medicine every second morning.

It has been demonstrated time and time again that a month is just about as long as a prospect should be left without house organ treatment. And the treatment must be given regularly and on time.

(More next week)

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300 Printing Crafts Building, New York X S

Another Institution Worth Knowing!

THE EASTERN OUTFITTING COMPANY located at San Francisco, California has over 23,000 current accounts whose homefurnishings needs it supplies.

It does a total volume of \$1,000,000 annually and employs 90 people in its establishment.

Six motor trucks enable this organization to serve a territory within a radius of 200 miles.

Buyers from this store keep abreast of the times by reading the leading business paper devoted to this field and by attending the semi-annual markets at Chicago, Grand Rapids, New York and Los Angeles.

Everything that goes toward furnishing the home is found on its floors. An excellent credit system makes

it possible for this organization to enjoy an especially good turnover.



Secretary and Treasurer THE EASTERN OUTFITTING CO.

Mr. I. Shemanski, President, Mr. Henry Sieroty, Secretary and Treasurer and four other executives read the copy of The Grand Rapids Furniture Record which goes to this establishment each month.

The Grand Rapid

CHICAGO CINCINNATI PITTSBURGH LOS ANGELES PHILADEL

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THE FURNITURE MERCHANDISER is no longer the "order-taker" that so many business men have formerly considered him. Modern furniture and homefurnishings establishments are numbered among the most aggressive merchandisers in the retail field today.

The Eastern Outfitting Company sells the following percentages of various items in relation to their total sales volume.

Noves Thonographs and Records Draperies and Curtains Roor Coverings China and Glassware	6.0	Kitchen Utensils 1.0 percet Lamps 3.0 Baby Carriages 2.0 Kitchen Cabinets 1.0 Vacuum Cleaners 1.0	nt
Toys, Pictures	0.0	Furniture 50.0 "	

Reprints of this series of data will be sent to executives upon request.

urniture Record B.C.

YORK

WASHINGTON, D. C.

MELBOURNE, AUSTRALIA

Total 100.0

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FARMER'S WIFE

Leads in Four Color Advertising in the Farm Field

Four years ago The Farmer's Wife inaugurated the first four color service in the farm field, including front covers.

Our aim was not only to offer better facilities to advertisers but to stimulate a keener reader interest among subscribers.

61 Color Pages in 1923

Color printing is now a prominent feature in The Farmer's Wife and during 1923 we printed a total of 61 four color pages.

The Cost is Only 35% More than Black and White

The actual difference between the cost of a page in black and white and one in four colors on special stock is slightly more than 35%—by far the lowest rate in the farm field.

A few insert or inside cover positions are still available for 1924.

FARMER'S WIFE

The National Magazine for Farm Women SAINT PAUL, MINNESOTA

WALLACE C. RICHARDSON, Inc. 95 Madison Ave., New York STANDARD FARM PAPERS, Inc. Transportation Bldg., Chicago

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PRINTERS' INK

down to pink teas. But they do, at least, observe the Marquis of Queensbury rules in their com-

petitive battles.

This same article also states: "It is ridiculous nonsense to say that the public is wholly to blame for freak shoe styles, and it is equally nonsensical to say that the public cannot be guided toward common sense and good taste in shoe styles." There is some genuine common sense in that remark. I am entirely convinced that were the shoe manufacturers to devote more attention to guiding the public's taste than they do to design-ing wild novelties there would be fewer wails about the automobile.

In a recent interview with a newspaper reporter, Roger Babson is reported to have said: "The automobile is gradually lowering the standard of living." Mr. Babson is an eminent economic authority and I listen to him with all due respect. Nevertheless, I'd like to ask, meekly, who is buying all the radio sets, who made 1923 the largest building year on record with a total of \$5,922,900,000 spent during twelve months, who is rolling up tremendous profits for the Congoleum Company and other concerns in the home furnishing field, if not the general public, and don't all these things indicate a raising instead of a lowering of

the standard of living? Is this standard lower or higher today than it was before the automobile era? Were the living standards of coal miners, lumbermen, railroad workers and other great labor groups, on a loftier level in 1890, which, I believe, is about the time the horseless carriage made its appearance, than they are in 1924? And, finally, if living standards are lower than they were several years ago, isn't the housing shortage and resulting high rents as important a cause as the automobile? These ques-tions puzzle me, I wish some economic expert would answer them for me, I wish someone would also tell me how it is that during the last twenty years-the automobile era-average wealth per capita has increased 134 per

cent, average savings per capita 108 per cent and bank clearings per capita, 200 per cent.

During 1923 the total production of automobiles and trucks was 4,005,230. There are 15,281,-295 cars and trucks registered in this country. There is one car for every 7.2 persons. The wave of buying which marked the twenty-fourth annual automobile show at New York indicates a whale of a big year for 1924. Present signs point to a breaking of last year's record.

WOULD THEY WELCOME A GRAND CALAMITY?

No doubt a certain few manufacturers have just one fond wish -that some calamity will strike the automotive industry cause it to disappear as completely as Jersey mosquitoes in December. At one stroke, then, or at least so they reason, their busi-nesses would be restored to prosperity. But what of the several million families whose income depends on the sale of automobiles and accessories? They constitute an important part of the buying public. With the breadwinner out of work they would be poor customers for the manufacturer of clothing or furniture. Of course, a certain number would be absorbed elsewhere, but the total buying capacity of the country would certainly be seriously reduced and I have yet to hear of prosperity during times of a reduced national income.

Incidentally, I just happen to recall reading that there is more money in the savings banks of the country today than at any time in our history. It is difficult to reconcile that fact with the reputed extravagance of the general public. One explanation is found in the fact that reckoning on 1913 as a base, the current cost of living is 165 per cent while wages are at 220 per cent. The spread of 55 per cent accounts in no small measure for the phenomenal auto-mobile sales of 1923.

But to return to the automobile registration figures. The automobile manufacturers have re-

peatedly declared that the automobile was not purely a luxury. It is not entirely a "pleasure" car. New evidence of the utility value of passenger cars is given in a survey issued by the Department of Agriculture. It shows that from two-thirds to nine-tenths of the motor vehicles on 923 farms are used for business purposes. With the advent of closed cars better adapted to transporting merchandise, as well as people, the number of cars on the farm, as well as their utilitarian value to the farmer, is bound to increase. I leave it to better minds than mine to decide whether this business use of the automobile is going to lower the farmer's standard of living or lessen the amount of money he has available for buying other products and commodities.

Of course I realize that this does not hold true to the same extent in the city, although even here a goodly percentage of passenger cars is employed for business purposes. I do know, though, that more city people than ever are getting out into the open country over week-ends; that they are buying sporting goods and hundreds of other products; that their general vista of life is broadening and that this cannot do otherwise than have a beneficial reaction on industry as a whole.

Last year, more than 598,000 motorists registered at Government camp sites and National This does not include Parks. private camp sites and State camp These "automobummers have a multitude of wants. They buy everything from folding furniture to canned foods, cooking utensils, portable stoves, and what not. The largest portion of the auto trampers are city folks. They may be saving on rents, but anyone who has examined the equipment packed into an automobile that is starting out for a camping trip or any lengthy journey will testify that there is no such thing as stinting. Then again there is the social aspect as brought out in the following letter received by the General Motors Corporation.

Two years ago I purchased a car, and began going into the country communities for preaching services. In a short time I found a community thickly settled with people who had been without any church or any of the ministries of the church for twenty-five years.

cauren for twenty-five years.

Time after time the little car was brought into play, to take preacher, singer and teacher to the work. A church building was suggested. "It can't be done." was the frequent discouraging remark. But trip after trip the interest was increased; construction began. Within two months the church was built, furnished completely, and paid for.

Today the community is undergoing a marvelous change. The people remark about it. Merchants feel its influence. Young people are becoming interested in an education. Better literature is going into the homes. Without a car the whole program would have been impossible.

Even though it breaks the continuity of this article, I can't restrain myself from inserting a statement made by S. H. Curlee, president of the Curlee Clothing Company. He said: "The average American man is better dressed today than ever before in the history of the country. It wasn't very long ago that the average man considered it almost unnecessary to have his clothes pressed." I assume Mr. Curlee speaks from accurate knowledge. How can his remark be made to conform with the clothing merchants who blame the automobile for all their ills? And isn't dress one important element in the standard of living?

According to certain people, the masses are buying automobiles by skimping on food. Yet I know that the farmer is selling his crops at a higher price than he has received for several years. I know that over 24,000,000 dairy cows kept on nearly 4,500,000 farms and a total investment of vastly more than \$10,000,000,000 are required to supply us with our dairy products, which means that we are consuming more of these foods than ever before. folks, it seems to me, will have to guess again.

There are many "sacred cows" in business and this bogey concerning the automobile is one of them. In the days of the covered wagon, travelers advanced at the rate of twelve miles a day. There



Back of most women's purchases stands some man's preference.

The preferences of 850,000 men are influenced by your advertising in



850,000 Identified Circulation

50 EAST FORTY-SECOND STREET, NEW YORK

are some business concerns creeping along at the same rate. They are trying to live on their reputations instead of standing up, toe to toe, and exchanging blows with the competitors outside of their industry. Getting up at conventions and wailing, it seems to me, is one degree worse than sticking one's head in the sand.

If those manufacturers who decry the progress of the automobile would step on the gas, or to change the metaphor, switch from covered wagons to automobiles in their selling methods, they would find that this country isn't headed for the eternal bow-wows; that our standard of living is not being lowered; that the automotive industry is not taking bread out of their mouths, and that the purchasing capacity of our 110,000,000 has not yet been reached nor is it likely to be for several generations to come.

The automobile manufacturers are not above reproach. I am just enough of a cynic to refuse to let even those whom I have indirectly been extolling to get by without some censure. I don't like their practice of quoting prices f. o. b., manufacturing point, and without mentioning the Federal tax and cost of accessories. (By the way, I notice that Rickenbacker is now quoting the complete price.) From where I sit, it seems to me that the used-car problem is not being tackled with any degree of efficiency.

That does not alter the fact, though, that the automobile manufacturers, as a group, have been business enthusiasts, hustlers and The last qualificaadvertisers. tion reminds me of an incident reported by a salesman for the Pittsburgh Plate Glass Company. The salesman was asking a dealer what the latter thought of the company's national advertising, when they were interrupted. women had come into the store. "I want," said one, "some good

varnish for my kitchen floor."

The dealer turned to his shelves and returned with two cans of varnish—one of them Waterspar, an advertised brand of the Pitts-burgh Plate Glass Company.

"This one," the dealer said, "is Waterspar. You have probably seen it advertised. This other I am closing out at a special price."

"Why are you closing this one out? Is there something the matter with it?"

"Not a thing. It's just this way. Waterspar is extensively advertised in national publications. I advertise it over my own name in the newspapers in town. This other varnish is not advertised and I find that there is little demand for it. So I'm closing it out at a special price."

The customer turned to her friend. "I think I had better take the Waterspar, don't you? I know that's good."

The women left with the Water-

If I could address the manufacturers who are accusing the automobile of cutting in on their market, I'd make this Waterspar incident the basis of my talk. It summarizes the main reason why automobiles are selling and why many other products are not.

Experimenter Publishing Company Appointment

The Experimenter Publishing Company, New York, publisher of Radio News, Science and Invention and Practical Electrics has advanced Huston D. Crippen to the position of assistant advertising manager of all three periodicals. For the last two years Mr. Crippen has represented these publications in the Eastern territory.

H. E. Wade with Thresher Service

Harry E. Wade has joined the Thresher Service Advertising, New York, as an account executive. He was for several years advertising manager of the Whitlock Cordage Company, New York.

Sherman & Lebair Advance. H. T. Graves

Howard T. Graves, for the last four years with Sherman & Lebair, Inc., New York advertising agency, has been advanced to space buyer.

Appoints Advertising Representative

The Edenton, N. C., News, has appointed the Thomas F. Clark Company, publishers' representative, New York, as its national advertising representative.



The medium to which the local merchants of a community give preference with their advertising is manifestly the medium of most interest to the producer.

In Washington, D. C., The Star, day after day, carries MORE advertising than ALL THE OTHER PAPERS COMBINED.

The Star—both Evening and Sunday—is almost universally read because it's the real home paper in the National Capital.

The Evening Star.

WASHINGTON, D. C.

New York Office Dan A. Carroll 110 East 42d Street Chicago Office J. E. Lutz

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"I believe that Youth has a very considerable influence on the sale of motor cars. My experience has taught me that if the young members of the family can be thoroughly sold and convinced on some particular motor car that half the battle of the sale is accomplished."

HARRY J. DEBEAR,

DEBEAR MOTOR CAR COMPANY, Philadelphia, Distributors of Chalmers and Maxwell Motor Cars.

A UTOMOBILE dealers are nearly unanimous in asserting that most sales of motor cars are dominated by younger men and women.

They say that even when younger men and women are not buying for themselves (and that is a large part of the time), younger people sway the sale of motor cars to their elders.

Photoplay has—and will be glad to show you—the testimony of dealers all over the country—your own likely enough among the number—as to the part that Youth plays in present-day buying.

HOTOPLAY Adds Versatility to Your Selling Plan

PHOTOPLAY offers you pre-dominant selling influence with the 18 to 30 age group.

No other publication boasts in its following so large a total number of these preferred prospects. No other publication offers you them exclusively.

Photoplay, as a specialized medium for reaching the 18 to 30 group exclusively, represents the addition of versatility to your selling and advertising plan.

HOTOPLAY MAGAZINE

Predominant with the 18 to 30 Age Group

JAMES R. QUIRK. Publisher

C. W. FULLER, Advertising Manager

Chicago

Michigan Avenue 221 West 57th Street New York

127 Federal Street Boston

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Henri, Hurst & McDonald

A D V E R T I S I N G
58 East Washington Street · Chicago



Paint, being a staple product, doesn't come in for so much round-table discussion as motor cars, radio, etc.

But the Paint Industry is colossal.

And "Acme" is one of the best-known names in paintdom. The Acme Quality Bull's Eye label is a familiar guide to millions of people—made so largely thru advertising.

The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen.

A copy will be sent at your request.

References That Put Manufacturers on Right Selling Track

FRANK HOLTON & Co. ELKHORN, WIS.

Editor of PRINTERS' INK:

On some occasions in the past, you have given us exceedingly useful information relative to various selling matters

we have inquired about.

At the present time we are interested in securing all the available information in securing all the available information on house-to-house selling, giving methods of handling the salesmen, paying the salesmen, handling the orders and deliveries, and all other methods which may be involved in selling by this method. We would also be very much interested in knowing in detail something of the results other concerns have secured through this method of selling.

In fact, we will be interested in any.

through this method of selling.

In fact, we will be interested in anything giving any information whatsoever relative to this kind of selling and will greatly appreciate your co-operation in directing us to sources of information.

Frank Holton & Company.

WE sent the Holton company a list of references to articles on house-to-house selling which have appeared in PRINTERS INK and Printers' Ink Monthly. It also has learned from PRINT-ERS' INK of the methods of the Fuller Brush Company, which admitted to be among the outstanding successes in selling through house-to-house salesmen.

In acknowledging receipt of this information the Holton company wrote:

You have given us a great lot of in-formation that we are sure will be of great value to us in working out some of our new sales campaigns for 1924. During the portion of 1923 we car-ried on some sales contests among our smaller agents and the results were

highly satisfactory. We were entirely inexperienced in this sort of thing, however, and worked out all of our cwn ideas and methods of handling the contest.

We are contemplating similar contests during 1924 and we think it would be well to have more complete information if possible before laying out any definite

campaign.

We would greatly appreciate therefore having you send us an index of articles that have appeared in the Pantras' Ink. Publications having to do with sales

In answering the query brought up in the second letter, we were again able to send a list of contest references, and also a clipping of a Printers' INK article about a contest recently started by the Apex Electrical Distributing Company for field managers and retail salesmen who work on the house-to-house plan. The Apex plan seems to fit the Holton need.

We mention the path followed in answering these Holton letters because it is a good example of how PRINTERS' INK articles are so frequently used to set a manufacturer on the right advertising or selling track. In many cases such information has been the means of creating new advertisers. - [Ed. PRINTERS' INK.

A Meeting of Minds in Print WRIGHT'S UNDERWEAR COMPANY, INC.
NEW YORK, Jan. 24, 1924.
Editor of PRINTERS' INK:
I have been reading PRINTERS' INK
for a considerable length of time and I

for a considerable length of time and I do not recall the time when I was someth impressed with an article as the one in the January 24 issue, entitled "How Do You Talk to Plain Folks?"

I have never heard of this man Amos Bradbury, but certainly he is a "peach" of a writer. I have often thought the same way about advertising phraseology and therefore when I read Mr. Bradbury's article I was more than impressed—I was enthused. I really learned something myself from this article and I know it is going to prove very helpful to me in any future writing I have to do in my profession. profession.

I wish to compliment PRINTERS' INE upon its splendid article, which I know will appeal to all your readers.
WRIGHT'S UNDERWEAR COMPANY, INC., J. R. CORBETT.

Emphasizes Trade-Mark in Consumer Copy

The Randolph Mills, Philadelphia, in all its consumer advertising for 1924 will emphasize the necessity of looking for its trade-mark "Randolph Cuties, Sox for Tots," on its product. Women's publications, principally, are used.

North German Lloyd Advertises New Liner

The North German Lloyd is advertising in newspapers its new 32,000-ton oil-burning steamship S. S. Columbus and the resumption of calls in France and England, which have been suspended since 1914.

Theodore Gymer with Powers-House

Theodore Gymer has joined the production department of The Powers-House Company, Cleveland advertising agency.

The Art Director's Sphere of Influence in an Advertising Agency

An Explanation of the Functions of an Art Director and of His Relations to the Other Working Units of an Advertising Agency

By an Advertising Agency Executive

NOT so very long ago a novel business card was brought into the office of one of the principal executives of a large advertising agency. On it, engraved in graceful script, appeared a rather cryptic message:

> MISS LAURA LEE PERKINS
> Nomenclator Dedham, Connecticut

To say that the gentleman's curiosity was piqued would be putting it mildly. So, in spite of a piled-up desk and a conference scheduled for ten minutes later, he leaned back in his chair and said, "Show Miss Perkins in."

In a minute or two, in strode a maiden of some forty summers. She fixed the busy executive with a piercing black eye and said in a firm voice, "I've made a living for ten years as a 'Nomenclator' and just know I can write advertising, beautifully."

Still clutching her card the advertising man timidly asked:

"How do you do it?"

"Well, you see, there are lots of people who have business enterprises, country places, yachts, horses, dogs and even children that they wish to find names for-I supply those names-I'm Nomenclator."

With a gasp, the advertising man asked, "How do you catch

your prospects?"

"Oh, I run small advertisements in various publications read by the new-rich and the elderly decadent families, offering to name anything for them, if they will furnish photographs and other In the case of a country estate I take into consideration the part of the country, type of house, the layout of the grounds, planting of shrubbery, kind of trees and any historical data furnished or available through re-search. Then I suggest five names to them and they pay me \$25 if they use one, or if they do not use any of them, they pay \$5 for the list furnished."

While thoughts of who was sponsible for "nomenclating" responsible Restaurant, Eureka Baltimore Lunch, Standard Radiator, Gen-eral Can, American Bar and Hephzibah Higgins, flitted through his mind, the mere man remarked, with rising inflection, "Why do you believe you are fitted to be-come a member of an advertising agency's staff?"

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"Oh! I know I can write just dandy slogans and that's all there is to advertising, after all."

After another futile five minutes she was bowed out, doubtless cherishing rancor in her heart.

To many advertisers an art director is just as much of a mystery as Miss Perkins, Nomenclator, was to the advertising man. They believe him to be a temperamental person, with long hair, a flowing tie and a paint smeared smock hidden in a strong north light, somewhere about the agency grinding out mediocre art-work that costs as much as an Old Master. Of course, the successful art director isn't any of these things. It is easier, however, to describe him and the niche he fills by telling how he gets results; so here goes.

HOW AN ART DIRECTOR WORKS

In an advertising agency the art director is charged with maintaining the quality standard as well as supervising the purchase of all sketches, drawings, paintings, etc. He must of necessity be of a creative turn of mind as well as an agreeably acceptable)

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executive, because he is the assistant production manager. His is the dual responsibility of satisfying the agency's clients in respect to the appearance of their advertising and of dealing tactfully with some hundred or more temperamental artists nearly all master craftsmen in their particular fields.

An art director is often put in the position of seeming to be harsh with artists in turning down some cherished creation of theirs—while at the same time the advertiser accuses him of boosting their production costs out of all reason. Actually, however, the best delineation of what an art director really is, is the definition sponsored by the Art Director's Club of New York. The club says:

An art director is one who counsels in the buying, selling and creation of art work, and whose services have been accepted by any reputable organization—the highly specialized vocation of advising commerce in the use of art, and of interpreting to art the requirements of commerce.

An art director must have, above all things, experience and good judgment. He must have an appreciation of various artists' work and pick with easy assurance the right one for a particular job.

Besides this general characterization, it might be well to list some of the very definite things he must know; and they are many.

(1) He must know a great number of artists both personally and by their work and reputation.

(2) Be familiar with current prices.
(3) Know how tactfully to give

instructions to an artist so that the final result will be acceptable to the client.

(4) He must have the artist's confidence to the extent that it is easy to get changes made; when necessary.

(5) Familiarity with the processes of reproduction is absolutely essential, because he must know whether a given artist's work will be good copy for the engraver, lithographer, electrotyper, etc.

(6) He must know how (or

else acquire the knack) when in conference with clients to impress them that an illustration, no matter what its character may be, strengthens the selling message and helps to make the copy more readable. This applies equally to the posting and selecting of photographs for advertising purposes.

(7) It is his duty to keep in

(7) It is his duty to keep in touch with various art exhibitions and attend them.

(8) He must be constantly on the lookout for "comers" among the younger artists and help develop their talents.

Within an advertising agency, on the purely executive side, his job is also a real man-size one. His assistants, the visualizers, must respect and give him their hearty support, otherwise the appearance of some of the client's advertising is bound to suffer. His attendance at client conference meetings is imperative, which means that his time must be so organized that he will not lose the creative touch. He must also be familiar with the exact status of each visualizer's work.

Among other things the art director is primarily responsible for all production costs because the character of the art-work that appears in an advertisement generally determines the production cost. A great many misunderwith standings clients. sometimes leads to the loss of an account, are directly attributable to the fact that the approximate production cost is not definitely stated when the art-work for a campaign is first submitted in its rough form. To obviate this difficulty, many agencies have adopted a rubber stamp that appears on the back of every rough sketch.

APPROXIMATE PRICE for ART-Work done on P. O. CLIENT ROUGH FINISH O. K.

O. K		 	 	 					
Client		 	 	 P.	0		 		
O. K.	by	 	 	 	.O.	K			
Title . Ad. N		 	 	 				*	
Ad. N	0.	 	 	 . Ini	tials				

When the information called for by this stamp is written in, generally in pencil, and the sketch is shown to the client, his attention is drawn to what the finished drawing will cost. Consequently when the rough is O. K.'d the approximate price of the finished art work is automatically approved.

At this point it might be well to give a concise outline of how the art director works with the account representatives, service committee, engraving section, typographical section and the other production units with which he comes in close contact within the agency itself. The procedure in

general is as follows:

(1) Art Costs constitute a major part of all production charges, and since so many steps must be taken before the idea finally appears in the finished drawing form, it is more than ever necessary to establish a definite plan for a thorough understanding of cost to client before any expense is incurred. steps in this particular procedure

should be as follows:

(a) No account representative shall incur art costs (visualization or finish) in the preparation of any new campaign without submitting ideas for such a campaign to the service committee. will endeavor to review and assist as much as possible in establishing the campaign more thoroughly, thus avoiding "re-makes" or the expenditure of time and money in the art department on ideas which do not represent the best thought of the agency. This rule obviously does not apply to the use of the visualizers in follow-up advertising, on campaigns already established. Careful supervision, however, must be given by the account representative in executing this work so that misunderstandings with clients as to costs may be avoided.

The (b) service committee should authorize speculative visualization of campaigns on active accounts and will place a limitation on the amount of roughs and charges which may be incurred.

(c) Campaigns thus prepared by the art department and the account representative must be

reviewed by the service committee and a decision made as to whether campaigns may be submitted to client in "visualization" form or whether fully developed roughs should be prepared for this pur-

(d) It shall be the duty of the account representative before such roughs (or visuals) are shown to client to obtain from the visualizer the approximate cost for finishing each rough. The rubber stamp already referred to is used on the back of each rough. The art estimate given in this manner by the visualizer must include agency commission. Care should be taken to cover the borders, lettering, photos, retouching and any other possible art expenditure which may be necessary in making a complete finished drawing for each job.

(e) Client's O. K. must be on the roughs finally decided on for finishing. If the client approves the drawing, but demands that the art cost be cut down or increased. the account representative shall review the matter with the art department and see that a complete understanding as to the total final cost between himself, the art department and the client is settled before the job of finishing is assigned to the art department.

In the event that any specific art job is held up pending the arrival at such an understanding, the account representative will see to it that the art department is allowed an extension of the original due date time for the finished drawing equal to the amount of time during which the art department was held up in making the

finish. (f) In many cases, the client and account representative may decide to make changes or additions to the advertisement not covered in the rough or considered in the first decision to proceed to a finish. The expense for such additions or changes, if not actually an error on the part of the account representative or art department, should obviously be borne by client, but the approximate cost of such revisions must

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oximust Bundscho's busier than ever and if that's an advertising barometer, 1924 looks like a bumper year for the readers of Printers' Ink.



J. M. BUNDSCHO, INC.

Advertising Typographers
58 E WASHINGTON 10 E PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU

be approved by client before the art department is authorized to

make them. (2) Engravings. All finished drawings must bear the formal O.K. of the client before engravings may be ordered. It may be assumed that the art department has, at the time of finishing, all the elements of the drawings arranged in the most economical way for the production of engravings. As a check on this matter, to the engraving department is assigned the responsibility of reviewing the elements carefully and deciding whether there is a more economical way of arriving at the desired result; such as, for instance, the combining of ele-

ments by photograph, etc.
(3) Typographical. The greatest difficulty with typographical bills is the added expense of what are termed "author's corrections." A good part of this "author's corrections" expense is caused by a lack of agreement between the typographical department, art department and the account representative as to the final appearance and arrangement of the type in

the advertisement.

To obviate this condition, it is necessary that on all jobs that are set by the agency the typographical department is instructed to obtain the approval of both the art visualizer and the account representative on their (the typographical department's) type layout and recommendations-before the setting is started.

(4) Proofs. Proofs from publication (set by them) and proofs of advertisements set by the

agency must be approved by,
(a) Typographical Department; (b) Production Detail Man;

(c) Account Representative,

and

(d) Art Department before being sent by production detail men or account representative to client for the latter's O.K. . . .

The information needed by an account representative-when he is having a selling message visualized in the art department.

(1) Mediums. He should give all the data possible on the medium that will, in any way, influence the selling message, such as: the character of the medium; the kind of audience it reaches; note-worthy editorial tendencies that may be capitalized, etc.

(2) Audience. The artist must be given a clear conception of the kind of audience to whom he is conveying an advertising message.

The tendency of the artist is always to make a picture and he sometimes loses sight of the fact that his picture is designed primarily to talk to an audience.

The artist's "picture viewpoint" should be influenced by the "sales

viewpoint"-always.

The selling message should be stated as concisely as possiblewritten down, so that the visualizer may have it before him for

guidance.

To the artist should be imparted the selling message or objective of the message which is being visualized. There should be written out in memo form or in-dicated for him the amount of text matter to be used. He must appreciate the message as a sales builder rather than a pleasing picture, for it is bound to show in the final result.

Familiarity with the editorial appeal of the publication to be advertised in, is essential.

The artist must be given every detail which will affect the sizes of the advertisement so as to avoid unnecessary revision.

Printing requirements should also be discussed, since printing conditions affect the technique to be selected by the art director for the expression of the message. It is not sufficient merely to state line or wash treatment. The most satisfactory way of furnishing this information is by furnishing examples of advertisements clipped from the particular publication showing satisfactory printed results in the medium to be used.

(3) Delivery: (a) Information about de-

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A Distinctive Fold Plus Your Copy— Brings Results

You may write the best sales copy; you may use the most expensive paper stock; you may employ the most attractive and strongest type of illustration, but if your display does not command attention, your effort is wasted.

Send out your next sales message on a distinctive Cleveland fold, the fold that will secure you the attention of the greatest possible number of those prospects you want to interest, and you will get a proportionately greater return for your effort.

Cleveland distinctive folds are proven attention-getters. They give you excellent well-proportioned layout spaces. You will be surprised how splendidly they lend themselves to unusual, effective and forceful display.

Ask your printer to give you samples of distinctive Cleveland folds for your dummies. If he does not own a Cleveland Folding Machine, write us, giving his name and address, and we will tell him where he can get the samples for you.

The Cleveland will make all the folds that other machines fold, and many folds that other machines cannot.

THE CIEVELAND FOLDING MACHINE CO.

1929-1941 East 61st Street

CLEVELAND

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More than

850,000

Copies monthly to real farmers in real farm territory - to readers who respond.

There's a Difference in Farm Par

Chicago Office: J. C. BILLINGSLEA 123 W. Madison St.

New York Office: A. H. BILLINGSLEA 342 Madison Ave.

St. Louis Office: Kansas A. D. McKINNE Syndicate Trust Bl

E. T. MEREDITH, PULE

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L FARMING

Responsive Readers

Experienced advertisers have used SUCCESSFUL FARMING as the backbone of their campaigns in the farm field for twenty years.

From the first issue, SUCCESSFUL FARMING has guaranteed subscribers against loss through dealing with advertisers. This is one of the policies that accounts for the responsiveness of readers, and the fact that SUCCESSFUL FARMING continues to be chosen as the backbone of campaigns to reach the farm field.

You can tell your story in more than 850,000 better farm homes, mainly in the "Heart States," at \$5 a line. (Page space costs but a quarter of a cent per family reached.)

Write for "Color in the Farm Field" a new book we have issued on the Four-Color Process for your sales message in SUCCESSFUL FARMING.

Ask our Bureau of Market Analysis for definite data on your farm market possibilities. A qualified representative will call on request.

THE MEREDITH PUBLICATIONS

Successful Farming
Fruit, Garden and Home
The Dairy Farmer

Office: Kansas City Office:
INNEL O. G. DAVIES
rust Bld Victor Bldg.

Minneapolis Office: R. R. RING Palace Bldg. C. A. BAUMGART Advertising Manager Des Moines, Iowa

UTER, DES MOINES, IOWA

You Get Maximum Advertising Space

if you use

Brooks Display Containers







Front

Back

Sides

Since it is the advertising on a display container that sells its contents, why not use containers that give you maximum advertising space and permit of more striking design and color work?

That's what you get in the Brooks Display Container (patented) which has been selected by hundreds of manufacturers because of its many superior features.

Viewed from every angle it is the most economical container both to handle and pack, also the most substantial when in use.

We shall be pleased to submit, free of any obligation, ideas, dummies and estimates on a container for your product if you will send us a sample package.

BROOKS BANK NOTE COMPANY

Springfield, Mass.

New York

Philadelphia

Boston

BROOKS CONTAINERS

Lithographed Folding Boxes—Labels—Window Display Advertising—Commercial Stationery (b) When wanted.

(c) Where to be delivered.

(d) Is it to be delivered in sections?

(e) Is it to be delivered complete?

(f) Is it to be delivered in a rough form?

(4) Costs:

(a) Information about cost to help in establishing the message in harmony with cost allowance.

(b) Cost limits—as in cases where cost of space would not justify expensive treat-

ment.

(c) Cost allowance.

(d) Requesting estimate of cost of final production.

Give all the information about costs. A message may be visualized in a way which might cost \$10 or \$1,000 and unless this is considered in the beginning the visualizer has no measure in his mind to guide him in making a purchase of a finished drawing.

If the cost allowance is given the proper consideration, it may be found that the visualization for the message at hand can be used in other publications and the cost distributed pro rata. If, how-ever, the consideration of cost allowance is left until after the message is visualized, it may be found that in attempting to come within a cost allowance, a cheap drawing is expected to do the work which was planned for an expensive one. This makes the advertisement appear cheap in character. With a little foresight, the same message might originally have been visualized within the cost limitations and still made up in good taste without being "cheap looking."
It may be found that a plain

It may be found that a plain type message, well done, would keep within cost limits, but if art work is introduced with the cost limitations, the result will be an inferior art product. The rule to apply to this is: Visualize the best within the cost allowance, and always consider the possibility of using a photograph.

Under cost allowance consider the relation of the cost to the entire campaign; for the campaign may be made up of various kinds of messages, some of which can be presented in plain type while others require expensive art work.

Be sure the one who visualizes the message understands this, so every stroke of his brush will result in something which can be "well done" for the price allowed.

(5) Material:

(a) Furnish necessary material to save expense and insure

accuracy.

(b) What material on hand (such as drawings, engravings, electrotypes, etc.) can be used to save expense. What material (such as photos, clippings, reference data) should be furnished as authority or guide in production. Consider data on material in two ways:

As a means of conveying facts and a means to save art-work, engraving, etc. Waste through revisions as a result of inaccuracy, comes mostly through facts found to be incorrect after time has been spent in visualizing

them.

If a locomotive is desired in the visual presentation of the message, it will either be the artist's understanding of a locomotive or the particular kind of locomotive you believe is necessary to convey the message correctly. Data should be furnished for every fact which is a part of the message, to avoid revision. To draw a man, he has to decide what kind of a man. He may decide on the wrong kind.

Everything possible should be furnished which will save further

art or engraving cost.

(6) Spirit: Tell the tone and spirit in which to approach an audience.

Will it be dictatorial? Will it be formal? Will it be jovial, etc?

Will it be a humorous cartoon

treatment?

Or any other means of approach. These all affect the physical appearance and the impression the message will make.

Furnish an example of any similar message which expresses the spirit of the approach.

Every message is delivered in some particular manner, spirit or tone just as a salesman adjusts his selling story to suit the man he is selling. If dignity and quality are desired, it will call for an entirely different composition of coloring from flippancy.

(7) Trade-marks:(a) Give the trade-mark requirements such as name.

(b) Logotype.

(c) Signature logotype.(d) Trade-mark.

(e) Symbols.
(f) Manner of displaying merchandise in the advertise-

Be sure to give the facts in the message and the spirit of the message. A message put into visible form without all the facts, will, when an attempt is made to add forgotten elements, kill the spontaneity as well as the appearance of the advertisement.

No Such Animal

EVERY once in a while you hear some fellow say: "I never pay any attention to adver-Probably he is perfectly sincere in his belief that advertising doesn't influence him, but as a matter of fact there isn't a normal man or woman living in a civilized community who isn't very much guided in buying by advertising.

As a rule people are seldom conscious that they are being influenced, however. It isn't difficult to prove. Take the first friend you meet and check up. See what kind of hat he buys, what make of shoes, what collars, what brand of clothes. You will be surprised how many of such items are the widely advertised trade-marked goods. Yet if you ask that man if advertising sold him he probably will say no. The real fact is that advertising has sold him but he doesn't realize it. That's the way publicity works.

Try a little experiment on yourself: Do you think the Steinway a good piano? Would you be pleased to have one delivered to your home? You will answer yes

to those questions surely. Now what do you really know about this particular make? How does it differ from any other piano? Unless you are a musician you probably cannot give a single definite reason for this instrument's superiority of construction. Yet you are sold on it and accept it without question.

How did you get such an impression? Did you ever visit the factory? Did you ever examine the inner construction? Probably not. The chances are that you have seen the Steinway company advertisements many times and perhaps you don't remember a single one. But they left their impression on your mind. You may say, "No, I am positive I never read any of their advertisg ing." All right; let's grant that, but even so you have been influenced by hearing others speak of the piano. Where did they get their favorable impression? Most of them got it from seeing time and time again the printed announcement.

People who have eves to see and ears to hear cannot help but be affected by publicity. The advertising your company does is working all the time. It is building confidence in men's minds. It makes it easier for you to sell the dealer and it makes it easier for the dealer to sell the consumer. Advertising does the preliminary work and the salesman does the rest.-From "Meredith's Merchandising Advertising."

Amsterdam, N. Y., "Evening Recorder" Appointment

The Amsterdam, N. Y., Evening Recorder has appointed The C. L. Houser Company, publishers' representa-tive, New York, as its national advertising representative.

Pratt & Lambert Advances T. E. Murphy

T. E. Murphy has been advanced to assistant manager of industrial sales by the Pratt & Lambert Company, Buffalo varnish manufacturer.

Hiram C. Allen has resigned as vice-president of The Standard Corporation, Chicago.

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ne nTHE Cincinnati Enquirer showed a bigger percentage of gain in advertising lineage in 1923 than nearly any newspaper in the country.

NOT THE THE VERY MOST BEST

The Cincinnati Enquirer has a daily coverage of 98% of the people of Cincinnati who earn over 4/5ths of the total income.

J.A. KLEIN 50 E. 42 MD ST. NEW YORK

76 W. MONROE ST. CHICAGO

R.J. BIDWELL CO. 742 MARKET ST. SAN FRANCISCO The larger agencies which followed with keen interest the recent survey of Cincinnati, have been putting The Enquirer on all present schedules.

If it's a question of results, use The Enquirer daily and Sunday.

ZINCINNATI ENQUIRER

One of the World's Greatest Newspapers

Covers Cincinnati Every Day-Covers in the Way That Pays

Making This Zone Your Own



..THE LAND OF COTTO

THE 1923 value of Southern farm crops was \$3,723,446,000, or slightly more than 39% of the total U. S. value.

The increase in crop values for the whole United States, 1923 over 1922, was \$1,024,997,000. Of this almost 58%, or \$593,407,000 was in the South.

Increase in value of the cotton crop alone accounts for $49\frac{1}{2}\%$ of the total U. S. gain in crop values.

The Progressive Farmer and Farm Woman's circulation is evenly distributed in relation to cotton production, being especially heavy in Texas and North Carolina. Farmers of these two states secured 77% of the Southern increase in crop values, 1923 over 1922.



Birmingham, Ala. Raleigh, N. C. . WALLACE C. RICHARDSON, Inc.

Eastern Representative 95 Madison Ave. New York Memphis, Tenn. Dallas, Texas STANDARD FARM PAPERS, Inc. Western Representative Transportation Bldg. Chicago

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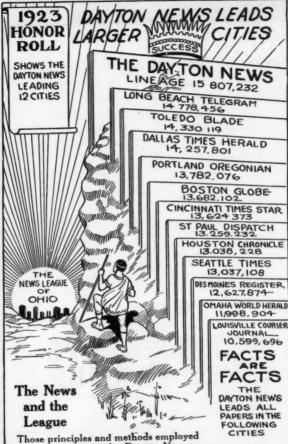
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Those principles and methods employed which have given the Dayton News—Honor, Leadership and Distinction—characterize the Ohio League papers. Working as a unit, the Dayton Daily News, Canton Daily News and Springfield Daily News offer more value and more complete coverage than all other papers in the territory combined. To the advertisers the League papers represent the most practical merchandising service known.

Newark Boston
Dailas Omaha
Buffalo Scattle
Denver Houstor
Atlanta St. Pau
Brooklyn
Cincinnati
Portiand
Minneapolis

Portland
Minneapolis
Des Moines
Louisville
Memphis
Fort Worth
San Antonio
Syracuse
Rochester

Hooking Up Advertising to Sales in the Industrial Field

A Small Sales Territory Attached to the Advertising Department Maintains Contacts and Can Be Used as an Experimental Laboratory

DURING the general slump in business a couple of years ago the Austin-Western Road Machinery Company, Chicago, decided that its selling expense must be pared down. About that time advertising departments were under fire. Many a manufacturer, casting about for a likely spot to lop off deadwood, fastened his eyes on the advertising department and called for an axe instead

of pruning shears.

In the case of the Austin-Western Road Machinery Company, it was decided to turn the advertising department over to one of its experienced salesmen as a sideline. The chance was looked on as rather a neat solution of a pressing problem. Selling road machinery to public highway officials and contractors is a specialized job, far different from marketing a food product or a toilet article. For some time the company executives had felt that in their particular business a knowledge of sales was far more important than great familiarity with advertising technique. So the job of handling the company's advertising became one of the duties of one of the sales staff in addition to his other work.

'As may be imagined, the sideline proposition was not a success," says H. F. Barrows, who was delegated to direct this hybrid department. "I soon dropped the sales end entirely, only to discover within a few months that the advertising was beginning to suffer because of my growing unfamiliarity with current sales ac-

tivities."

The outcome of it all was that a small sales territory was created. This was attached to the advertising department; the advertising department was made responsible for all sales within its borders. At the same time the advertising department was given as much

authority within its limits as any of the company's salesmen had in their own territories. In this territory, the company felt, the advertising department would get and hold a close intimate contact with selling problems, besides having at its finger-tips a valuable proving ground where advertising "bursts" and "duds" could be observed and studied.

It is as a laboratory that H. F. Barrows, advertising manager of the Austin-Western company, reparticular territory which comes under his jurisdic-tion. To the members of the Engineering Advertisers' Association at their January meeting at Chicago he declared that the experiment had worked out successfully. It illustrates, he said, one way in which real, working co-operation can be brought about between sales and advertising departments.

SHOULD GET PROSPECTS **ECONOMICALLY**

The real aim of the advertising department of the company is to get inquiries that the sales department can turn into orders as economically as possible. Some time ago the company turned definitely away from good-will and educa-tional advertising and decided in its periodical and direct-mail copy to go after quality inquiries from prospects who meant business.

Much of the effectiveness of any single piece of advertising in pulling inquiries depends on its timeliness. The easiest plan to cover the field with a direct-mail piece, Mr. Barrows told the members of the E. A. A., is to send it to the whole list of prospects at some selected time. But for a variety of reasons Mr. Public Official in California is interested in steam rollers at one certain time. Mr. Contractor in Illinois is thinking about rollers at an entirely different season, and Mr. Cemetery Superintendent in Maine further complicates the marketing picture by turning his thoughts to rollers at still another time of year. Ordinarily the advertising man can strike an average time, when mailing pieces will meet with a fair reception, but such a method aims at and gets no more than average results.

"In our efforts to correct this condition," said Mr. Barrows, "we hit upon the scheme of making two sets of what might be called almanacs. One set consisted of a twelve-months' mailing guide or almanac for each State in the country. The other was a composite picture of the first set. The first tells us at a glance what circularizing needs to be done in each separate State straight through the year. Our branch of-fice in that State knows what to expect and sees to it that our lists are corrected before a dead-line date is reached. The second set tells us as far in advance as we care to figure, that in April, for instance, we must be prepared to circularize a dozen States on as many different kinds of machines.

"There is nothing revolutionary about this plan. We were aware of the need for diversified circularizing all along, but the beauty of this plan is that we now have it all down in black and white. There is no longer any reason for overlooking or hurrying advertising that would do a tremendous amount of good if used at the psychological moment.

"Our sales department co-operates with the advertising department by getting photographs of our road machinery in operation and testimonials. They are a big cog in our selling plan, and it is almost impossible to secure them from users themselves. Users' testimonials are either so vague as to be of no interest to purchasers or so strong that we dare not use them. It takes some time to wean members of our own sales force away from these same tendencies. Once they have learned to recognize the kind of testimonials and photographs that are worth while, they are in a position to render a service which is indispensable to the advertising department."

C. V. Hodges, manager of the trade extension bureau of the National Association of Box Manufacturers, told the members of the E. A. A. how the advertising work of the association benefits "We have emits members. phasized at all times that protection against damage is the first consideration," he said. "Unless sufficient protection is offered by the container used, the price of the container does not justify itself. By continually hammering away at that idea we put our members and their selling efforts largely above a price and com-modity competition. We are selling a protective service rather than merely so much lumber. We get confidence and reader acceptance because everything we put out is on an information basis."

The method of presentation, not price, determines sales, Edward G. Weir, advertising manager of The Beckwith Company, Dowagiac, Mich., manufacturer of stoves, said to E. A. A. members. That is the first point to remember in selling. The second is that the public is not a judge of values.

"Even today selling is at first blush conceded to be an element of individual keenness, aptitude and experience," said Mr. Weir. "The average salesman thinks selling is getting the name on the dotted line or getting a deposit. Selling is an art, the art of conveying suggestions to the prospect in terms of his self-interest regarding the merchandise-what it is, what it will do, how well it will do it and how long it will do it. If the appeal is made to the feeling mind as contrasted with the reasoning mind, you don't raise the question of price."

Chester Nolan Returns to Brooklyn "Daily Eagle"

Chester Nolan, formerly classified manager of the Omaha World-Herald, has joined the Brooklyn Daily Eagle as promotion manager. He was at one time with the classified adverting department of the Daily Eagle.

New York

n corborated



The Search for a Safe and Certain Means of Motor Car Control Ends With Lockheed Hydraulic Four-Wheel Brakes

The Answer:
LOCKHEED 4 Wheel
HYDRAULIC Brakes

MacMANUS INCORPORATED

A name that inspires respect wherever it is mentioned in business discussion

Plans for 1924 Advertising on Young Soap Products

Young Soap Products
Newspapers, outdoor advertising, and
car cards, principally, will be used
during the current year in the campaign of Chas. W. Young & Company,
Philadelphia, manufacturer of soap
products. The company also uses direct
mail and business-paper advertising.
Its advertised soap products include:
Pearl Borax soap, soap products include:
Pearl Borax soap, soap products include:
Pearl Borax soap, soap product and soap
chips, Young's hand and socuring soaps.
Miner's soap, Ternshoo softener, and
Parrott hrand textile soaps.
The advertising of this company is
handled by the W. B. MacKenney Company, Philadelphia advertising agency.

Advertising Brings Church a Record Attendance

To announce the opening of the new auditorium of the New First Baptist Church, Minneapolis, full-page news-paper advertising was used. The text of one advertisement was arranged in of one advertisement was arranged inside a cross and told of the growth and work of the church. It also included a description of the new building. On the Sunday following this advertising, more than 3,000 people filled the auditorium, the largest number that had ever attended a service in the history of that church of that church.

Trade-Marks New Broom Twine

The Nitram Manufacturing Company, New York, has made application for trade-mark registration of the word, "Glendail," for use on a new linen broom twine. The product is advertised in broom industry publications. The account is handled by Jamieson & Co., New York advertising agency.

Ever Hot Bag Account for Churchill-Hall

The Ever Hot Chemical Company, Newark, N. J., has placed the adver-tising account for its Ever Hot water-less hot bag with Churchill-Hall, Inc., New York advertising agency. News-papers will be used as distribution is secured in various parts of the country.

Form Publishing Company

Melville Minton, for twenty years with Charles Scribners' Sons, New York, and Earle H. Balch, advertising manager of G. P. Putnam's Sons, with which he has been associated January, 1919, have formed a book publishing business at New York under the name of Minton Balch & Comment the name of Minton, Balch & Company.

Plans Larger Campaign for Moto-Meter

The Boyce Moto-Meter Company, Long Island City, New York, plans an advertising campaign for 1924, which will be larger than heretofore. Peri-odicals and outdoor advertising will be

Registers Trade-Mark against Possible Expansion

Tossible Expansion

The Kalamazoo Ice & Fuel Company,
Kalamazoo, Mich., has advertised a
grade of coal in Western Michigan
since last June under the name of
"Starlite." Application for trademark registration of the name has been
made, B. T. Steers, manager, informs
PRINTERS' INK, in order to secure protection for possible future expansion.
Other brands used by the company are
The Better Dundale Anthracite and
Blue Ridge Pocahontas.

Deere & Company Report Profitable Year

Moline, 11... Deere & Company, Moline, Ill., manufacturers of agricultural implements, report net income for the year ended October 31# 1923, of \$1,789,209. This compares with an operating loss of \$2,520,779 in 1922. Sales for the fiscal year 1923, according to William Butterworth, president, were 40 per cent greater than during the preceding year, but were only about 60 per cent of a normal volume.

Music Publisher to Conduct

Larger Campaign The Century Music Publishing Company, New York, has completed arrangements for the largest advertising cameling the complete the comple paign in its history. Women's magazines, musical publications and general magazines will be used. In addition the company also will supply the trade with a variety of dealer helps.

J. F. Wallace with Douglas-Pectin

nes F. Wallace has joined the and advertising department of James sales

sales and advertising department or the Douglas-Pectin Corporation, Roch-ester, N. Y. maker of Certo. He previously had been with the Rochester Can Company, Rochester, N. Y., where for the last four years he was advertising manager.

New Accounts for Martin

Advertising Company Weinreb & Teperman, New York, dresses, have placed the advertising account with the Martin Advertising Company of that city. Business papers are used.

Appoints C. L. Houser Company

The Geneva, O., Free Press has appointed The C. L. Houser Company, publishers' representative, New York, as its national advertising representative.

Joins Ethel R. Peyser

Clara Macauley, recently with Good Housekeeping, New York, has become the associate of Ethel R. Peyser, house-hold equipment counsel, also of that city.



Where We Stand And Why We Stand Alone



WE are like others in the character of our proposition; unlike in the character of our composition. Like others in soliciting more business; unlike in being more solicited than soliciting. Like others in our charge for typography; unlike in the obligation to our reputation with which we charge ourselves, unmindful of the price. Like others in wanting to please the voice at the other end of the telephone; unlike in heeding the "still, small voice" within that commands us to accept no excuses from ourselves and, thus, exempts us from the need of offering excuses to others.

FREDERIC NELSON PHILLIPS, INC.

Formerly PHILLIPS & WIENES Incorporated
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY





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BABSON ON CANADIAN BUSINESS

EACH week (or oftener) some product of U. S. origin is advertised for the first time in the Daily Newspapers of Canada—and constantly thereafter. If you want Canadian business—if you plan to entrench your goods in this growing market, NOW is the strategic moment.

"Business in Canada has been "more conservative since the "warthan in the United States, "and is probably better ad"justed to the new conditions "than business is in the United "States."

GEORGE McILWAINE, Babson Statistical Organization.

Prepared by SMITH, DENNE & MOORE, Ltd.

THE DAILY NEWSPAPERS

are the premier and primary advertising medium in the Dominion of Canada. They are not confined in circulation or influence to the cities in which they are published, but circulate in the countryside and small towns as well.

They have a long and proven record of success in selling goods to the Canadian people and Canadian dealers.

> ¶ 10% of your U.S. appropriation will provide an adequate well-balanced campaign of advertising in Canadian Daily Newspapers.

The Maritime Market

	Popuration	Newspaper
Halifax		Herald & Mail
Halifax	75,000	Chronicle & Echo

Quebec Market

Population	Newspaper
Quebeo117,500	L'Evenement (French)
Quebes117,500	Le Soleil (French)
Quebec 117,580 Three Rivers 23,000	Chronicle Le Nouvelliste
	(French)
Montreal839,000	Gazette
Montreal839,000	La Patrie (French)
Montreal839,000	La Prosse (French)

Pacific Market

	Population	Newspaper
Wietowia.	60 000	Colonist

Ontario Market

	Population	Newspaper
Toronto	622,326	Globe
	29,600	Record
	25,000	Examiner
Kingston .	25,000	Whig
London		Advertiser
London	70,000	Free Press
Brantford .	35,000	Expositor

Prairie Market

Population Newspa

Winnipeg		 220,000	Free Press
Winnipeg		 280,000	Tribune
Calgary .		 75,000	Herald
Edmonton		 70,000	Journal
Moose Jav	F	 20,000	Times &
Sankatoon		 31,364	Herald Phoenix &
Regina			Btar Leader &
seedime		 	Boat at

1,740,929 Daily Mail

London - England

NET DAILY SALE

LARGEST IN THE WORLD

London, 9th January, 1924.

We certify that the average <u>net daily sale</u> of "The Daily Mail," after deducting all unsold and free copies whatsoever, for the six months ended 31st December, 1923, was as follows:

July, 1923	 	1,763,285
August	 	1,734,986
September	 	1,741,187
October	 	1,733,953
November	 	1,722,397
December	 1.	740,929

(Signed) LEVER HONEYMAN & CO.

Chartered Accountants

(Signed) E. LAYTON BENNETT SONS & CO.

Chartered Accountants

DAILY MAIL OFFICES, 280 BROADWAY, NEW YORK

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AWarehousing System That Makes Selling and Advertising More Effective

How a Paint Manufacturer Has Developed a Private Warehousing Plan That Helps Dealers Sell More Goods

By B. A. Fueglein

Advertising Manager, Peaslee-Gaulbert Company

JUST to what extent does the cost of warehousing or distributing enter into the general overhead expense of merchandise? This is a question that very few manufacturers would agree on.

The fact remains, however, that in this day and time, merchandise that is to be sold outside of a restricted area and marketed through retail channels must be carried at such points and in such quantities as will enable the dealer to replenish his stock and give his customers prompt service. The evolution of the presentday warehousing scheme of distribution was not brought about overnight but is the result primarily of the demand of the trade and likewise the necessity for the manufacturer to meet a situation brought about by increased jobbing competition and numerous small factories throughout every State.

Merchandise of every description, paints and varnishes included, have been sold by jobbers for many years back and will probably continue selling through that same channel in certain undeveloped territories for many years to come. In my opinion the jobber has a rightful place in the scheme of distribution and is, of course, entitled to the fruits of his efforts. Manufacturers without jobbing connection, desirous of getting immediate distribution in a certain territory, have been compelled to open their own retail stores or establish a warehouse, largely as a matter of self-protection.

The intensive development work carried on by the Peaslee-Gaulbert Company in its trade territory brought it face to face

with a realization some ten years ago of the need for giving better service if it hoped further to develop its trade territory. With a factory location situated at the centre of population and with good shipping facilities, both rail and water, there was no occasion or need to consider additional manufacturing facilities in the territory in which it operates. Furthermore, as paints and varnishes are not generally considered in the perishable class, its chief problem was to locate and carry stocks at such points as would best serve the interests of the established trade it already had in the different States. This same method of procedure has been followed with respect to the location of additional warehouse or distributing stocks.

ALL ACCOUNTS KEPT AT HEAD OFFICE

Unlike most manufacturers, its products, Pee Gee paint and varnish, are not generally sold through jobbers or distributed from a public warehouse. A sales organization under the supervision of its Louisville office covers thoroughly every State in which it operates. In like manner all accounts with its dealers are handled from the main office even though shipments are made from one of the distributing stocks located in the territory from whence the order originates.

There is a two-fold reason for handling the business in this way: First, it enables the company to keep in closer touch with each account. If an account is not developing as fast as it should, the need for assistance or additional advertising or whatever remedy is needed, can be supplied before it

Feb. 7, 1924

is too late. Second, most retail accounts, even the smaller ones, feel that their business is of sufficient importance to justify their buying direct from a manufacturer and by handling the account from the main office the company maintains that point of contact and meets the dealer's wishes besides. Now as to some of the details

Sell More Paint on
Less Grant Invested Investally Invested Invested Invested Invested Invested Invested Inves



concerning the points of distribution, that is, where stocks are carried and the method that really does enable a Pee Gee dealer to get overnight delivery on stock replacement orders, likewise, orders for special goods not carried in stock. There are approximately two or three distributing stocks in each State located in key towns or what are generally known as centres of distribution. For instance, in Alabama stock is carried at Birmingham, Montgomery and Mobile; in Florida at Jacksonville, Tampa and Miami. In all, there are forty points of distribution scattered throughout the fifteen States in which the company operates. Orders taken by salesmen are made in duplicate; one copy going to the distributor and another to the Louisville office. As shipments are made by the distributor, a memorandum bill is sent to the

main office at Louisville and the original charge or invoice is made and received by the dealer at the same time his goods arrive from a distributor's warehouse.

In nearly every case where a distributing stock is carried, the distributor likewise operates a wholesale or retail paint store so that these points of distribution not only serve as warehousing stations for their respective territories but likewise give the company an outlet in cities where most paint or varnish manufacturers are obliged to open their own retail stores if they want to be assured of getting their rightful share of the local trade or in the event they are unable to find or interest established dealers who are carrying competing lines.

As new territories are opened and additional distributing stocks are placed, advertising steps in to shoulder the burden of familiarizing the trade with the improved service now available for that territory. The sole purpose of this advertising campaign, which is carried in newspapers, is to familiarize the dealer trade with the name and location of the new distributing stock and emphasize the importance of sending orders to the distributor for quick Three-column, ten-inch advertisements are employed for this campaign, each piece of copy featuring some particular advantage of the new distributing point; for instance, the caption on one piece is "Dealers—your paint supplies are as close to you as your telephone"; on another piece "Sell more paint on less capital invested" and on still an-other "We give paint dealers overnight service." So much for the newspaper campaign.

All direct-mail dealer literature going to prospective accounts in the territory emphasizes the name and the location of the distributor for that particular territory. Furthermore, the company makes it a point, in both the spring and fall campaigns, in either an illustrated letter or a broadside, to lay special stress on the advantages to be had by dealers through the service they can get on Pee



All-Man audience

also all business
all executive
all double buying fower

THE , NATIONS BUSINESS

Washington.

140,000 (Member A.B.C.)

Gee paints and varnishes from the distributing point in that territory.

Changing accounts from year to year is just as costly as opening up new, undeveloped territory, whereas, building up accounts you already have can be accomplished in less time and at a considerable saving both in advertising ex-penditures as well as selling expense. The establishment of these distributing stocks throughout the trade territory has done two things for the Peaslee-Gaulbert company: First, it enabled it to build up the dealers it had established; and secondly with a string of successful dealers, scattered throughout every State, it was comparatively simple to interest new dealers and establish additional agencies to take care of the increased paint and varnish business that is being developed each year not only as a result of an enlarged advertising expenditure but by tying up its message as well as that of the dealer with the national "Save the Surface Campaign."

Tide Water 1924 Campaign

National magazine advertising in National magazine advertising in color on Veedol motor oils and greases will be used during 1924 by the Tide Water Oil Company, New York. One national and six State farm papers will also be used. A history of the company, a calendar to add novelty to the Veedol chart, dealer stationery, dealer paint, and window display material are included among the dealer helps offered.

S. A. Phillips Leaves Power Wagon Company

Stanley A. Phillips, vice-president and a director of the Power Wagon Publishing Company, Chicago, publisher of *The Power Wagon* and "The Power Wagon Reference Book," has withdrawn from the company, although retaining his financial interest. Since 1914 Mr. Phillips has served as editor.

C. H. Jones with Corday & Gross

Chester H. Jones, formerly advertising manager of the Apex Electrical Manufacturing Company, Cleveland, has joined the sales staff of The Corday & Gross Company, Cleveland, producer of direct advertising. direct advertising.

Demand for Wage Reduction Is Futile

NATIONAL TRANSPORTATION INSTITUTE WASHINGTON, D. C. Editor of PRINTERS' INK:

As expressed in "The Economics of Moron" in PRINTERS INK of January Mr. Bradbury's views seem to me

3, Mr. Bradbury's views seem to me substantially correct.
It is time someone called attention to the futility of this insistence on the necessity of wage reductions. It seems clear that the stability of demand depends, pretty largely, upon the size and stability of wages, for they are the largest single fund of purchasing power in our industrial structure.

in our industrial structure.

It seems clear, too, that we are permanently on a high wage level. I see little prospect of any reduction per day or per week. I do, however, believe that we shall see a considerable reduction in wages per unit of output. This will be brought about by an increase in efficiency of labor which will come with slightly slackened employment, and by the use of improved laborsaving methods of production and improved machinery.

NATIONAL TRANSPORTATION INSTITUTE DAVID FRIDAY, Director of Research.

Acousticon Account for Guenther-Bradford

The Dictograph Products Corporation, New York, has placed the advertising account for its Acousticon
electric hearing device with GuentherBradford & Company, Inc., Chicago
advertising agency. The advertising
for the company's radio products will
continue to be handled by J. T. H.
Mitchell, Inc., New York. Edgar
Lowe, vice-president in charge of sales,
has charge of the, Acousticon and Dictograph advertising of the company. graph advertising of the company. P. W. Andrews is in charge of the company's radio advertising.

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Macfadden Publications Increase Staff

George A. Woodard and William M. De Vitalis, have joined Macfadden Publications, Inc., New York. Mr. Woodard, who was formerly with System, Chicago, will be on the advertising staff of True Romances. Mr. De Vitalis will be a member of the advertising staff of Dream World.

Babbitt Account for Peck

Agency
B. T. Babbitt, Inc., New York, manufacturer of Babbitt's cleanser and lye, Giant lye, and Acme lime, has placed its advertising account with the Peck Advertising Agency, of that city.

With "Current Opinion"

Noble B. Yewell has joined the Eastern advertising staff of Current Opinion, New York.

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Des Moines is a Key City

Around it radiates the rich Iowa market of two and a half million people. Des Moines is the largest city in the state and has the advantage of being located in practically the exact geographical center of Iowa.

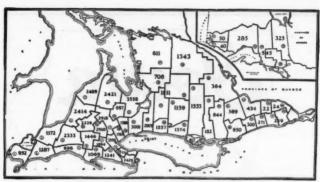
Make The Des Moines Register and Tribune the Backbone of Your Iowa Campaign.

More than 125,000 Des Moines and Iowa families are reached both daily and Sunday by The Des Moines Register and Tribune. Most national advertisers schedule their key city newspaper campaigns for The Register and Tribune.

GUY S. OSBORN, Inc.

1302 Tribune Building, Chicago

Detroit Office: Ford Building St. Louis Office: Globe Democrat Building



The large figures show the circulation of The Globe, Toronto, in EVERY county of Ontario

TWO-FIFTHS of your Canadian appropriation should be spent in **ONTARIO**

Two-fifths of the buying-power of the Dominion of Canada is concentrated in the province of Ontario.

Here are exactly one-third (33.4%) of the population producing almost exactly two-fifths (42.2%) of the total wealth of the country.

Total annual production per family in Ontario amounts to \$3,001.00, as compared with the average of \$3,387.00 per family for all of Canada. Purchasing power is thus 17.8% higher.

Ontario possesses or produces-

66.9% of the brick dwellings in Canada
46.4% of the automobiles owned
42.1% of the telephones
44.5% of all income-tax payers
46.4% of the individual income taxes paid
50.0% of the manufactured products
50.0% of the industrial payroll
40.5% of the canifal income.

49.5% of the capital invested in factories

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39.1% of the retail stores (exclusive of general stores)
47.5% of the electrical energy generated
43.9% of the developed water power
27.9% of the railroad mileage
38.6% of the postal revenue
49.8% of the value of fruit produced
31.6% of the value of finierals produced
30.0% of the value of furs produced
28.1% of the value of furs produced
28.1% of the value of filestock produced
26.2% of the value of filed crops
25.5% of the value of farm lands
35.5% of the value of farm buildings
25.5% of the value of farm buildings
25.5% of the value of farm implements owned

25.5% of the value of farm implements owned

(The Globe, Toronto, will be glad to supply, to anyone interested, the Dominion Government statistics from which these percentages are calculated)

One other fact is of special interest to United States advertisers, and that is that 48.5% of Canada's imports are absorbed in Ontario.

The facts are clear. The deduction from them is certain. Where you find two-fifths of Canada's earning power concentrated, there you should spend two-fifths of your Canadian appropriation in Ontario.

And at the top of your list should be The Globe, Toronto, for these reasons-

> Because it reaches over 00,000 prosperous and old-established families in every county of Ontario (as shown in the accompanying map).

> Because this is the largest morning paper circulation to be achieved in Canada solely on merit and without the aid of premiums.

> Because the character of the Globe-for 80 years the most influential and most quoted paper in Canada—selects for you an audience most susceptible to the advertising of reputable products.



CANADA TORON

Represented in the United States by LORENZEN & THOMPSON, INC.

New York - Chicago - San Francisco - Los Angeles

F. E. PAYSON in Vancouver, B. C. T. R. CLOUGHER in London, Eng. J. P. McBRIDE, Hamilton, Ontario.

most where most is spent Spend



The only Publication reaching every bank in the United States and Canada.

If 52,000 Bankers Were Behind You—

Think of the influence of these men who help to build the business of their communities; who give or refuse credit to your dealers; who control the purchases of 40,000 banks.

Why not win their good will and put this influence to work for you?

Burroughs Clearing House offers you the means. It reaches 52,000 bank executives—at least one senior officer in every bank in the United States and Canada.

And its rate is the lowest per page per thousand in the bank field.

> Write today for the facts about Burroughs Clearing House—its rate, its unique circulation, its influence among bankers.

THE BURROUGHS PUBLICATIONS

Published by the Burroughs Adding Machine Company, Detroit, Mich.

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Sidetracking Dealer Resistance for Jobbers' Salesmen

Business-Paper and Direct-Mail Advertising to Hasten Acceptance for Automotive Dealers' Shop Accessory

A SINGLE problem in merchandising—at least one at a time—is all the average manufacturer cares to tackle and is generally enough to keep him busy with its day-to-day complications from one year's end to another. Therefore a record of increased sales, traceable in great part to a special advertising campaign made by the David Lupton's Sons Company of Philadelphia, is of more than ordinary interest because the situation faced was one of five distinct selling problems, each calling for a separate organization of the company's forces.

The Lupton company has been a manufacturer of steel products since 1871. During that period there has been a more or less continuous development of the industry, with new products appear-ing from time to time, thus greatly increasing the market. movement has been more rapid than ever in the last few years. Up to the beginning of the war the company was known primarily as one of the large manufacturers of steel sash, then coming into general use for industrial buildings and introduced to some extent in office buildings. The war not only increased these uses, but pointed the way to other developments of shaped steel plates.

The multiplicity of merchandising problems faced today by this company came about through the introduction of such new lines and partly through an expansion of selling policy. Briefly, this contemplates the sale of all the products, formerly distributed only through contractors or direct to large industrial firms, through building supply firms and dealers in timber sash. The selling force established to sell to the former market cannot adequately handle the new one.

To a certain extent this situation exists in all the Lupton lines. The relatively new lines include steel shelving for a variety of uses, now on the market for some years, a new type of simplified casement sash for private residences and apartments, and a special line of storage shelf systems for automobile parts. The campaign referred to relates to this special line, but is, broadly speaking, typical of the policy followed in all the other lines of sidestepping sales resistance, so to speak, by endeavoring to bring the product to the attention of its consumer or user.

The campaign called into play combination of business-paper advertising, a special direct-mail effort extending over a period of ten weeks, and two sales contests among the salesmen of jobbers. It should be stated that the company maintains selling offices Atlanta, Boston, Baltimore. Buffalo, Chicago, Cleveland, Detroit, New York, Pittsburgh and St. Louis, and has agencies in other cities. These forces had come into contact with the automotive trades only through the sale of shelving for general uses, and then only with wholesalers or jobbers. It was recognized that sales of Lupton Auto Parts Storage, trade-marked "Laps," although handled by jobbers only, must be limited by the extent to which automobile agents could be reached by the advertising.

The mailing campaign was launched to Ford dealers, with simultaneous advertising in two trade publications designed to reach dealers in other small cars as well. By the time the Ford campaign was well under way, other systems had been perfected and these mailings were started, the list now including systems for Maxwell, Dodge, Hupmobile, Nash, Oakland, Oldsmobile, Overland and Studebaker agencies, in addition to the Ford agencies.

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series of ten cards was prepared for each car system. Four different colors of paper stock were used, and each card or folder carried a colored bar near the top and bottom, the color changing with each number in the series. The cards are further described as follows by Herbert L. Towle, advertising manager:

"Each sheet was headed to fit the car in question, and the cuts and sometimes the text on the back of the sheet—were made to suit the car. The text on the front also was modified in a number of letters to make the appeal fit the requirements of the dealer handling that particular car.

"The envelopes were also special. The envelope for each enclosure had the same heading as the enclosure, printed in the same ink. All the envelopes, except Ford, were also printed with the name of the car, so that the dealer handling two or more cars would not think he was getting duplicate mailings. The first mailing was sent under two-cent stamps; the subsequent mailings under one-cent stamps.

"Return inquiry cards were enclosed with four of the mailings. The first card requested further information; the last cards requested us to put the sender in touch with the jobber in his territory handling Laps. Hundreds of these cards were returned and were sent to our jobbers for follow up. At least one outright sale was made of a system without personal contact.

"The result of this campaign in business papers and by means of direct mail, was to increase our sales steadily through the second half of 1923, which would ordinarily have been a dull season. Our November sales were only slightly under our May sales, which represented the season's peak, and were 40 per cent greater than our January, 1923, sales."

The list of captions for the ten cards gives a brief outline of the appeal. No. 1 was headed, "Like your letter files—it saves time," and the others follow in order: "Like a cabinet—it saves space";

"Like a cash register—it promotes accuracy"; "Like your telephones—it speeds service"; "Like modern tools—it increases profits"; "Like a show window—it sells by display"; "Like the cars you sell—a finished job"; "Like a motor car—it comes ready to use"; "Like a metal body—it costs less than wood"; "Like any good tool—you are losing by not using it."

-you are losing by not using it."
The backs of the cards were used partly for cuts and partly for more detailed information of the product. In that connection it is of interest to note that in making up each system the company got in touch with the parts and service departments of each motor car manufacturer in the list. Thus exact information was obtained as to dealer requirements, and the systems were built to accommodate stock combinations put out by the manufacturers. The sales for the first year the systems were on the market were more than double the estimate made at the time the Laps were introduced.

The sale of steel sash for resi-

The sale of steel sash for residences and apartments is being handled in much the same manner, although the problem is not quite so simple and there has been no intensive mailing campaign to date similar to the one outlined above. In addition to regular advertising in architectural magazines and periodicals devoted to home owners, the company has prepared a number of folders describing and illustrating the special features of the Lupton "Friendly Window" for direct mailing to ultimate consumers.

Sears Roebuck 1923 Net Income Doubled

The report of Sears Roebuck & Company, Chicago, for 1923 shows gross sales of \$215,540,604, as against \$182,165,825 in 1922, and \$178,014,981 in 1921. After taxes, etc., the report shows a net income for 1923 of \$11,512,618 as against \$5,435,168 in 1922, and a loss of \$16,435,469 in 1921.

Joins Warren, Pa., "Tribune"
E. J. Wimmer has been appointed advertising manager of the Warren, Pa., Tribune. He was formerly advertising and display manager of Klein-Sautter, Inc., Buffalo, and Cain-Bernkopf, Inc., Corning, N. Y.

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Insurance Companies insure their own campaigns—with Giant Ads

THE Insurance Company of North America, and the Aetna Life Insurance Company, insure the success of their national advertising campaigns by using Giant Ads. With their usual precaution, they wanted to secure active tie-up of their advertising with their branch offices and agencies.

They found that Giant Ads placed in the agency windows simultaneously with the appearance of the same copy in the magazines minimized the hazard of losing the magazine reader-prospect's interest, once aroused. The premium for this "tie-up insurance" was the cost of the Giant Ads, and, like all money spent for insurance, was a sound investment.

We would like to tell you how this same insurance is being used in many merchandise advertising campaigns.

NATIONAL PROCESS COMPANY, Inc.

117 East 24th Street, New York

Mad. Sq. 3680

BOSTON 80 Boylston Street Tel. Beach 3321 PHILADELPHIA
1420 Chestnut Street
Spruce 1173

PITTSBURGH 835 Fifth Avenue Smithfield 1162 CLEVELAND 1056 Leader-News Bldg. Main 8115

GIANTI ADS

Any Size in Any Number of Colors. Usual Sizes: 17x22, 19x25, 25x38 and 38x50

Will Show Retailers How to Move More Merchandise

A MOVE - More - Merchandise Conference of the Adver-tising Club of St. Louis will be held at that city on February 11, 12 and 13. This conference is planned especially to solve the problems of retail merchants in the smaller towns, and will be held in connection with the first annual convention of the American Retailers' Association which was organized last August. It will be the second time that such a meeting has taken place at St. Louis. An informal reception of merchants by St. Louis wholesalers and jobbers will open the conference. Mayor Henry W. Kiel will welcome the merchants at a feature luncheon following. Charles F. Hatfield, president, Community Advertising Department of the Associated Advertising Clubs of the World, will preside as chairman of the first session: a retail and community adver-tising departmental. D. E. Farr, Aledo, Ill., clothier, will speak on "Co-operative Community Sales Days"; A. S. Perry, Randolph County Advertising Club, Cuthbert, Ga., "Putting a Small Town on the Map," and Marie Wathen, J. J. Sterne Co., San Antonio, Tex., on "What Men Don't Know about Advertising to Women."

J. P. Licklider, D'Arcy Advertising Company, will preside at a general session following, at which Robert C. Line, Columbus, Mont., will discuss "Stock Turn-

over and Make-up."
W. R. Hotchkin, director, The Standard Corporation, New York, will address a general session the second day on "Moving More Merchandise at a Profit." Paul W. Brown, editor, America at Work, will preside as chairman.

At a direct-mail departmental presided over by Norman Lewis, Chappelow Advertising Co., St. Louis, the following speakers are scheduled: J. H. Hobelman, merchandise manager, Nugent Bros. & Co., St. Louis; Edward F. Hill,

A. B. Dick Company, Chicago; Tim Thrift, Multigraph Company, Cleveland, and a representative of the Addressograph Company, Chi-

Fred Voiland, of Topeka, Kan., former president of the National Association of Retail Clothiers, will address a combined luncheon with the St. Louis Advertising Club. Carl F. G. Meyer, president of the latter organization will preside.

An afternoon style show departmental and a retail advertising departmental will be presided over by P. M. Fahrendorf, Brown Shoe Company, and A. E. Schanuel, Roeder & Schanuel Advertising Company, respectively, both of St. Louis. T. W. Miller, Graham Company, Hillsboro, Tex., Mrs. C. B. Worthington, Grand Leader, Stuttgart, Ark., and Major Levy, St. Louis, will talk on "How to Put on a Style Show in Your Own Town." At the retail session, J. A. Hubbard, Chappelow Advertising Co., with stereopticon slides will illustrate "How to Make Your Newspaper Advertisements Better."

Mrs. Genevieve P. Reid, the Standard Corporation, Chicago, will describe "The Ideal Store Executive" at a general session presided over by Hazel Ludwig, president of the Women's Advertising Club of St. Louis.

A banquet under the auspices of the American Retailers Association will conclude the second day. Inspections of exhibits, window-trimming demonstrations and show-card writing classes on mornings of the second and last day will be provided.

Frank C. Rand, president, International Shoe Company, and Thomas A. Knapp, educational director, Drygoodsman and Southwestern Merchant-Economist, will address a general session on the last day. R. Fullerton Place, H. W. Kastor & Sons, Chicago, will be chairman. A business session will conclude the conference.

Edmund W. Beatty has been appointed secretary and a director of the Michigan State Automobile School, Detroit, of which he is advertising manager.

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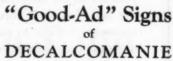
Good to the Last Drop

It's the Final Sale that Counts!



Selling the merchant is easy—but how about the ultimate consumer? She is always ready to buy—and it's up to you to show her where to buy!

The short cut from the shelf to the consumer is the brilliantly colored appeal in the merchant's window or door—ever powerfully suggestive and PERMANENT—once put on stays on—working day and night, rain or shine—pointing the way to greater sales.



That "Goes On Forever"

represent but 1% of a SINGLE advertising appropriation—yet continue to work through the years helping make later appropriations more effective without additional costs.

Send for actual Decalcomanie Samples to try-also for illustrated literature and details of non-obligating, free sketch offer

PALM, FECHTELER & CO.

Decalcomanie Pioneers

67 Fifth Avenue, New York
Representatives in all principal cities

The February issue of The Household Journal again broke all records by carrying more advertising than any previous issue in the magazine's history.

The real value and stamina of The Household Journal as an advertising medium is shown by the fact that the February issue was the eighth consecutive issue to carry the full page copy of one mail order advertiser.



THE NEW HOUSEHOLD JOURNAL BUILDING
Owned and Occupied Exclusively by The Household Journal C

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Paid in Advance—

Ver All Mail Subscribers

2.60 an Agate Line

1450⁰⁰ a Page

(680 Lines)

HOUSEHOLD JOURNAL

IRA E. SEYMOUR, Adv. Mgr. Batavia, Illinois

Chicago Office hodes & Leisenring, Managers 2003 Harris Trust Bldg. Central 0937 New York Office

A. H. Greener, Manager
116 W. 39th St.
Room 634

DECALCOMANIE



BRANCHES
CHICAGO
UELIVEROCIPAL
HPRESENTATIVE
H PRINCIPAL CITE
CABLE ADDRESS
"AYRACEMED"
TELEPHONE
3967 - 3968
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PALM, FECHTELER & CO. 67 FIFTH AVENUE NEW YORK

Jan. 22, 1924.

Mr. Theo. Allen, Printer's Ink, 185 Madison Ave, New York City.

Dear Mr. Allen:

We have been advertising regularly in a number of business magazines for the pest two years. I know you will be interested in learning of the results. We have found Printer's Ink, Monthly and Weekly the two most satisfactory publications for our product, both from the standpoint of initial orders and general publicity. As you doubtless know our product is usually purchased by advertising managers, although very often the officials of a company recommend its purchase. It appears from our results that Printer's Ink is being read by the Presidents and officials, as well as by those directly interested in advertising.

You may be sure we will continue with Printer's Ink regardless of our other advertising plans. As you know we are using a page in the Monthly each month and a page in the Weekly every other week. If we decide to use color, we will no doubt increase our space in both publications.

In checking up on our results for the pest two years I find an average of three inquiries a day directly traceable to Printer's Ink. Meny large as well as small orders have come from these inquiries.

I trust Printer's Ink will continue to render the same valuable results in the future,

Yours very truly,

PALM, FECHTELER & CO.

Tim.

TREASURER

SBG . RM

wer In case the NCHES

Post Office Ruling on Publication Inserts

How Can a Paper Manufacturer Advertise a Certain Brand of Paper If the Insert Is Made from the Brand Advertised?— Third Assistant Postmaster-General Glover Gives the Answer

Special Washington Correspondence

REQUENTLY the question arises as to the publisher's right to accept advertising inserts printed for or by the paper manufacturer on his own paper stock, thus presenting a sample of his product, although that fact is not mentioned in his advertising.

Recently two cases of the kind were submitted to Third Assistant Postmaster - General W. Irving Glover for a ruling, and he was kind enough to write an opinion for the benefit of the readers of

PRINTERS' INK.

The first case was that of a paper manufacturer who used a page advertisement of a special stock on the paper advertised. The page was headed with the brand name of the paper in large block letters, with a second line in the nature of a sub-heading that read, "The Ideal Paper for Offset Press Work." Beneath this was a conventional illustration in color offset, followed by the advertising text which did not mention nor intimate that the paper was a sample of the kind advertised.

In the second case, a manufacturer of several grades of paper under a brand name planned to run a series of advertisements printed on several kinds and weights of the stock, as inserts in class and trade publications. And one of the publishers concerned wanted to know if it was permissible for him to accept the inserts provided that the advertiser did not state in his headings or texts that the several stocks used were the ones advertised.

In consideration of the first case, Mr. Glover wrote, "While the advertisement . . . does not

bear a direct statement that it is printed on a sample of the paper mentioned in the advertisement, nevertheless the name or title given the sheet appears to convey that the sheet is a sample of the paper." He then suggests that the second line, as it appears, be prefixed by the word "is."

The heading, after this very slight change, would present the name of the paper, followed by the statement, "Is the Ideal Paper for Offset Press Work," and the letter states that then, "It would not carry with it the impression that the paper on which the statement appears is a sample of material and when inserted in a publication would not affect its classification as second-class matter."

From this it is obvious that the advertiser must take care not to create an impression that he may be offering a sample with his advertisement, and in regard to both of the cases mentioned Mr.

Glover's letter continues:

"It may be stated that publishers are at liberty to use different kinds of paper for the various parts of the publication and to accept inserts printed on stock which is different from that on which the other pages of the publication are printed when it is desired to prepare the publication in this way, as a matter of convenience, or in order to improve its appearance, or for any other similar reasons, so long as the inserts do not contain any statements or other matter which indicate that the paper on which they are printed is a sample of material.

Mr. Glover's letter then calls attention to the provisions of paragraph 3, section 450, of the Postal Laws and Regulations, which reads as follows:

"Printed matter sent in the mails as a sample of the printing thereon is matter of the third class; but samples of paper with printing thereon merely to invite attention to the quality or price of the paper are matter of the

fourth class."

In concluding his letter, Mr.

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Glover, in referring to this paragraph, states, "The above clearly sets out the distinction as to when the matter is a sample of material and, therefore, constitutes fourthclass mail, and when it is not a sample. If a publisher is careful to observe this distinction in inserting advertisements in his publication, it is believed that it will be easy for him to have them fall in one or the other of the classes, according to his desires. If in any case a publisher is in doubt, this office will, on receipt of the matter the publisher proposes to insert in his publication, promptly advise him."

Type and Type Sizes

H. O. STONE & Co. CHICAGO, Jan. 22, 1924.

Editor of PRINTERS' INK:

As an advertising man I have been making an effort to find out the most legible types for matter that is to be run in lengthy columns as it is in magazines

I thought that you would be glad to assist me by giving me a little information about your own publication, which is of course, one of the very best from the typographical as well as other standpoints.

In comparing the type in the magazines with type tables it is often difficult to determine precisely what face of type is used, so that I request that you in-

is used, so that I request that you inform me

(1) What type you use for your principal articles, giving the point size and whether set solid, or with a one point larger base, or two point leaded.

(2) The width in picas of your prin-

cipal columns.

(3) What type you use for your articles which run over to the back of

the book, and how set.

(4) Width of your runover columns.

(5) Whether you use Monotype or

Linotype. It seems to me that the matter of the legibility of types ought to be scientifically determined. It is evident that all, even of the best magazines, are not equally easily read.

H. O. STONE & Co.

FREDERICK DOYLE, Advertising Manager.

BOTH PRINTERS' INK and Print-ers' Ink Monthly have published frequent articles on the importance of the right choice of type in advertising, and there is no question that a great deal more attention is being paid to the selling value of typography than a few years ago. Too many advertisements have been rank failures because their typography made reading uninviting and difficult.

In the general publication field there has always been a greater consciousness of the value of a beautiful page typographically, but even here there has been a growing tendency toward improvement. Recently the editorial board of a publication spent several months in a careful investigation of type faces in order to determine which face of type would best suit the needs of their magazine, bearing in mind particularly the spirit of the publication, the beauty of the individual page and the impression to be made on the reader.

The questions asked by this Chicago real estate and mortgage house can best be answered in

order as follows:

(1) PRINTERS' INK: 8-point Old Style solid and 6-point Old Style solid for body of articles; 18-point Caslon for heads and 8-point Caslon for subheads.

Printers' Ink Monthly: 10-point Old Style and 8-point Old Style for body of articles; 30-point Caslon for heads and 18-point Caslon for subheads; 8-point Bodoni for cut captions; 10-point Bodoni for cut captions; 10-point Bodoni for boxes.

(2) PRINTERS' INK: 11 picas. Printers' Ink Monthly: 13½ picas.
(3) Both publications use the same type for articles that run over to the back of the book as is used in the front of

the book.

(4) In both publications the width of runover columns in the back of the book is same as in the front. (5) Linotype.

There we stand typographically dissected .- [Ed. PRINTERS' INK.

Join Charles W. Hoyt Copy

S. M. McNair, Evelyn Emig, and John Wiley have joined the copy staff of Charles W. Hoyt, Inc., New York advertising agency. Mr. McNair was formerly with Lord & Taylor, New York, and Hahne & Company, Newark. N. J.; Miss Emig, with the New York Evening Journal, and Mr. Wiley, with the Baltimore Sun, and the Macmillan Publishing Company, New York.

H. S. Ardell with New York "Evening Post"

H. S. Ardell, recently with the New York Times, has joined the New York Evening Post as head of its financial advertising department, a position he held at one time with the Times.





Reflect

on the significance of this remarkable growth. Reflect on our possible helpfulness to you. It means more than merely getting good values. It means such a superior degree of satisfaction — in price, in quality, in co-operation—that those who try us come back again and again. Try us with that next job.

LU-WIL-KO

Ad-Setting . Printing

725 So. La Salle St., Chicago

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Business Paper Committee Appointments

FRITZ J. FRANK, president of the Associated Business Papers, Inc., New York, has made the following appointments to committees of that association for the current

of that association for the current year:

Advisory Committee: James H. McGraw, McGraw-Hill Company, Inc., New York, chairman; H. M. Swetland, United Publishers Corporation, New York; A. C. Pearson, Economist Group, New York; Col. E. A. Simmons, Simmons-Boardman Publishing Co., New York; John A. Penton, Penton Publishing Co., Cleveland; Arthur J. Baldwin, McGraw-Hill Company, Inc., New York; John A. Penton, Penton Publishing Co., Cleveland; Arthur J. Baldwin, McGraw-Hill Company, Inc., New York; A. W. Shaw, Factory, Chicago; M. C. Robbins, Gas-Age Record, New York; Lt.-Col. J. B. Maclean, Maclean Publishing Co., Toronto; Samuel O. Dunn, Railway Age, Chicago; John Clyde Oswald, American Printer, New York; Fred D. Porter, Porter-Langtry Co., Chicago, and W. H. Ukers, The Tea & Coffee Trade Journal, New York.

Standardization Committee: L. B. Sherman, Simmons-Boardman Publishing Co., Chicago, chairman; E. H. Gleason, Inland Printer, Chicago; G. D. Crain, Fr., Hospital Management, Chicago; George H. Griffiths, Hardware Age, New York; Frank Bamford, Bakers Weekly, New York; J. A. Ookley, Architectival Record. New York; Warren C. Platt, National Petroleum News, Cleveland, and Harvey Conover, Jr., Industrial Management, New York; Warren C. Platt, National Petroleum News, Cleveland, and Harvey Conover, Jr., Industrial Management, New York; Motor Age, Chicago, chairman; Fint Garrison, Drygoodsman and Southwestern Merchant-Economist; St. Louis; Arthur Rice, Power Plast Engineering, Chicago; James H. Stone, Shoc Retoiler, Boston, and Edgar Kobak, Electrical World, New York.

Auditing Committee: L. F. Boffey, Purchasing Agent, New York, Chairman; Frank Meyers, Building Age, New York, Chairman; A. C. Pearson, Economist Group, New York, and J. H. Bragdon, Testile World, New York; A. O. Backert, Penton Publishing Co., Cleveland; George R

Membership Committees: Western-

RS' INK

Feb. 7, 1924

Fred D. Porter, Porter-Langtry Co., Chicago, chairman; E. J. Baker, Farm Implement News, Chicago, and Clay C. Cooper, Mill Supplies, Chicago, Eastern—Charles S. Baur, Iron Age, New York, chairman; William Buxman, McGraw-Hill Company, Inc., New York, and Roger W. Allen, Allen Business Papers, Inc., New York.

Educational Committee: H. M. Swetland, United Publishers Corporation, New York, chairman; Henry G. Lord, Textile World, Boston; Merritt Lum, Factory, Chicago; John C. Gronberg, Good Furniture Magazine, Grand Rapids; John Clyde Oswald, American Printer, New York; H. C. Parmelee, Chemical & Metalluryical Engineering. New York; H. H. C. Parmelee, Chemical & Metalluryical Engineering. New York; H. H. Rosenberg, Brick & Clay, Record, Chicago; Charles Allen Clark, American Paint Journal, St. Louis; Frank Bruce, American School Board Josephal, Milwaukee, and G. K. Glenn, Hlustrated Milliner, New York. London Program Committee: M. C. Robbins, Gas-Age Record, New York. London Program Committee: M. C. Robbins, Gas-Age Record, New York. London Program Committee: M. C. Pearson, Economist Group, New York. National Councillor, Chamber of Commerce of U. S. A.: A. C. Pearson, Economist Group, New York. Representatives on National Advertising Commission: Dr. O. F. Ball, Modern Hospital. Chicago; Frank Bruce, American School Board Journal, Milwaukee, and W. H. Ukers, The Tea & Coffee Trade Journal, New York

Chicago Agency Changes Name Hays McFarland former vice-president in charge of sales of the Bassick Manufacturing Company, Chicago manufacturers of the Alemite oiling systems for automobiles, has become associated with Blackett & Sample. Chicago advertising agency. He will be a partner in the firm which will be known in the future as Blackett, Sample & McFarland. Farland.

Walter Scott Leaves Fuller & Smith

Walter Scott, for the last thirteen years with Fuller & Smith, Cleveland advertising agency, as associate art director, has resigned. He will engage in free lance work.

Changes Name to The Jell-O Company

The name of The Genesee Pure Food Company, Le Roy, N. Y., manufacturer of Jell-O, Jell-O Ice Cream Powder and D-Zerta, has been changed to The Jell-O Company, Inc.

St. Joseph "Gazette" Appoints · Manager

R. D. Van Alstin has been made manager of the St. Joseph, Mo., Gasette. He was until recently with the Mansfield, O., News.

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1924

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ARMY & NAVY JOURNAL SIXTY YEARS

"THE NEWSPAPER OF ALL THE SERVICES"

THE ARMY MARINE CORPS COAST GUARD

THE NAVY OFFICERS RESERVE FEDERAL GUARD

OVER 15,000 GUARANTEED QUALITY CIR-CULATION, COMPRISING A MERCHANDIS-ING UNIT OF \$74,000,000 INCOME ANNUALLY, UNDERWRITTEN FOR LIFE BY THE UNITED STATES GOVERNMENT-A PURCHASING POWER THAT IS ALWAYS ACTIVE.

AMERICAN ARMY & NAVY JOURNAL, INC. 383 MADISON AVENUE, NEW YORK

CHICAGO WRIGLEY BLDG. 127 FEDERAL ST. 22 MADDOX ST.

BOSTON

LONDON



\$50,000,000 Increased Wealth for New England Farmers

The stability and responsiveness of the New England farm market is assured for 1924. The agricultural outlook in this section is wholly favorable. Due to the steady and satisfactory incomes to dairymen and poultry breeders, in addition to the extremely good year in 1923 for New England fruit, potato and tobacco growers, New England farmers have fifty million dollars more agricultural wealth than a year ago.

The farming business in New England is good. Diversified farming methods make it so. All classes of farmers in New England are now in a better position to buy new and much-needed equipment and supplies. The New England farm market has always been dependable and should be even more so during this coming year.

New England farm folks are now in a most receptive frame of mind. This \$50,000,000 increase in agricultural wealth justifies your special consideration of the New England farm market for your products.

For Quick and Profitable Results—Use the 20th GARDEN ANNUAL

of New England Homestead

Issued March 1st

Forms Close Feb. 23rd

If there is one issue of the Homestead more valuable to an advertiser than any other, it's the GARDEN ANNUAL number published the first week in March—with specially prepared editorial features—on which New England farm folks have repeatedly and positively, year after year, placed their stamp of approval. As one reader wrote last year—

"After reading the good old paper from cover to cover as usual, I could not help but feel that I owed you and your staff a letter of praise and thanks for your good work in making the GARDEN ANNUAL so instructive, so useful and so good."

SPRINGTIME IS BUYING-TIME

The timeliness of the GARDEN ANNUAL issue is one reason for the spontaneous response from Homestead readers. It reaches them at a time when they are planning for their spring work—when they are actually in the market for a varied line of farm and dairy equipment and supplies.

EXPERIENCED ADVERTISERS ENDORSE GARDEN ANNUAL

A large majority of advertisers in our 1922 and 1923 GARDEN ANNUALS are scheduled for 1924. The increased buying power of New England farm families is assurance that the 20th GARDEN ANNUAL will be a sales-maker.

Write for Two-Color GARDEN ANNUAL Prospectus



WARREN A. PRIEST, Advertising Manager

PHELPS PUBLISHING COMPANY, Publishers, Springfield, Mass.

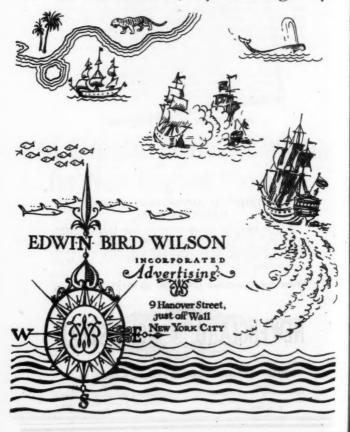
Momber

Audit Bureau of Circulations
NEW YORK: 456 Fourth Ave.
E. R. Williams

Agricultural Publishers Association CHICAGO: 5 South Wabash Ave.

J. Lewis Draper

HOW to steer a safe advertising course through the perplexities of modern business problems has been answered many times, with satisfaction to the advertiser, by this agency.



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Giving the Salesman Added Confidence in Himself by Judicious Praise

Not Flattery, but Constructive Adulation, Inspired by Some Specific
Justification

By A. L. Townsend

THE Conde Cloak Company, of Toledo, Ohio, recently used full-page space in a business publication, to announce the acquisition of four new salesmen, and to "pat them on the back" in a diplomatic manner. This page was tricked-out in attractive art embellishment and all text elaborately hand-lettered. The announcement said:

It gives us extreme pleasure to say that beginning with the 1924 spring season Mr. Perry K. Hamilton, Mr. George M. Duff, Mr. Eugene Katz and Mr. J. R. Morrow will be associated with us. The addition of this group of sterling representatives to the Conde organization, augmenting our selling staff as it does, will result in an appreciable increase in our volume of sales, and a reduction in overhead costs, enabling us to provide our customers with values that totally eclipse all previous achievements in this direction.

It is always customary to send out formal notices under these circumstances, but when a handsome, drawn periodical page is employed, it shows the trend of the newer method. At one time, firms were averse to praising salesmen, stars though they might be.

It was agreed that it gave them a false perspective, encouraged fictitious self-valuation, and made for dissatisfaction with wages as well as conditions. The salesman soon became "too good for his job" and allowed everybody to know about it. But this theory has been replaced by a more lenient one which recognizes the necessity of guarded praise, and a pat on the shoulder when done by someone who knows when to stop.

The ambition of a salesman can be broken, if he receives no suggestion of the regard in which he is held. We have asked a wellknown sales manager to set down ten occasions on which it is possible and wise to hand bouquets to members of the staff. He is, constitutionally, a reserved man, not given to "slopping over," therefore his suggestions are significant.

His prelude, however, should certainly come first, just as he gave it to me:

"There are two methods of praising: one is poison, the other tonic. There was a time when I ruined many fine young men by praising in the wrong manner. I simply did not understand the proper way to do it. For one thing, I followed my praise too soon after a laudable piece of work was accomplished. It has been my later custom to allow the first flush of a salesman's success to cool down, before recognizing the merit of his accomplishment.

"Men seem to do more when they have a quiet feeling that they have not accomplished as much as their friends or as much as is expected of them. This consciousness goads them on. Pride becomes an active factor.

"If a salesman is petted and coddled for a one-time ten-strike, he is apt to 'rest on his laurels' for a period. He's good and he knows it. The 'special privilege' spot gets into the apple.

"No man cares to go through his business career without some sort of intimate recognition. And this brings up the distinction between flattery and praise. There's a vast difference. I want to explain this distinction.

"Perhaps a month ago, one of my men returned from a trip to the West. He had not only beaten his own record in that section of the country, but any known record made by any salesman covering the same territory, in the past. In all frankness, it was an incredibly remarkable achievement for a youngster.

"When this man returned to the plant, I called him in the second day after his arrival. I explained that I thought he had done a handsome thing for his house and that we were all duly appreciative. If he kept up that pace, we would all be proud of him, and a larger future would loom on the horizon. It was inevitable. Men who accomplished more than their fellow-workers, in any given field, must naturally receive added recompense. We would watch him with interested attention.

"The next afternoon, our vicepresident returned, having been away on business. When he heard reports from another source of what our young salesman had accomplished, he allowed his sense of the fitness of things to run away with him. But then he happens to be that type. He sent for 'Jerry,' received him with open arms, gave him a handful of cigars, and for a full halfhour, told him what a wonderful lad he was. And the climax came in the shape of a gold piece accompanied by a verbose letter of anti-climax flattery.

anti-climax flattery.
"It was 'Jerry's' undoing. He would never have been spoiled by my discreet approval: when a vice-president of a great institution threw flowers in his path and put a wisp of trailing arbutus in his hair, the crash came.

"Jerry' breezed in to see me one day, and suggested that he be allowed to go South to see some friends at a hunting lodge in the Carolinas. He wanted to be gone two weeks. But as this date would interfere with his schedule, as already mapped out, I told him he would have to wait. There was up-stage talk at once. He didn't see why he was denied this slight favor. Look what he had put across recently. . . Sold the largest order ever known in the history of the concern. He

guessed he would not have trouble locating a house that would appreciate him to the extent of allowing a brief vacation when special friends called.

"I allowed him to test this out, then and there, for he was told to seek that very opportunity and at once. A good man had been wrecked on the shoals of flattery, when mere diplomatic praise would have helped, not harmed, him.

"I have found there are certain occasions when a pat on the back is a tonic when it is all but necessary. And there are more of these occasions than most people imagine. Here are my ten ideas in this regard:

"(1) Praise a salesman when he has worked under stress of severe circumstances, such as illness, an accident, or sorrow in the home. The man who will go to his job in the face of some ailment deserves some sort of tribute.

"(2) Praise a salesman when he has managed to 'land' a very difficult customer or one who has been given up as hopeless. It requires a species of heroism to get some of these flint-hearts on the books. It is an achievement important enough to justify congratulatory praise.

"(3) Praise the salesman who brings a customer back into the fold, when that customer has been lost to your company for a period. Here is another difficult assignment and one that is off the conventional routine.

"(4) Praise salesmen when they correct and check up faults in any department of the concern, outside of their own. It is a sure sign of interest, enthusiasm, collaboration. One idea by a salesman is saving us over \$40,000 a year in a manufacturing process. The company gives him a royalty, on the side.

"(5) Praise a salesman who accepts suggestions and reprimand in the right spirit, particularly the latter. Not many men know how gracefully to adopt ideas which are really a check-up on their own former shortcomings.



$I\!\!I \!\!D I\!\!G A S$ that make direct mail pay

You can get them out of paper, illustration and typography, too! The booklet above shows the "how," and tells the "why." All of its material is concretely applied to the problem of advertising to women. Helen Dryden gives illustrative treatments for feminine merchandise. Gustav Jensen gives eight styles of feminine lettering. Strathmore selects the paper that is "part of the picture," —Strathlaid Booklet Paper.

Thus, here is a wealth of suggestions, both general and individual. All of them help with the eye-part of direct mail—help make it pay. If you have not received a copy, please address Strathmore Paper Co., Mittineague, Mass.







"(6) Praise salesmen when they bring in new business— and do so if it means praise every day. There is no more precious business asset than the new customer. It means another trade battle won. Your salesman has been out on the fighting

line for you—and won.

"(7) Praise the salesman who keeps in constant communication with his home office, by letter. It means sacrifice to end up a long, tedious, tiresome day in some stuffy railway coach or waiting-room of a country hotel, over business correspon-

"Before continuing with the remainder of my ten, I must tell you of the case of 'Little Henry.' He was not much to look at, and not much as a salesman, but his ambition seemed great, and we allowed him to remain on. that time, I was not actively identified with the sales department. Little Henry hung on, because of his personality. People liked him. His record, as a saleshowever, was shabby. Things came to a pass where it looked as if he would have to go, despite his pleasant smile and his extreme affability.

"It was just at this time that I went in as sales manager. The case of Little Henry interested

me. Always had.

"It did not require much investigation to discover the trouble here. Nobody in the organization had ever praised Little Henry. There was always plenty of blame. They laughed with him and at him, but it never occurred to them to say anything really constructive and encourag-

"I asked Little Henry to go to Boston to represent us at a shin-dig there. He looked at me as if he thought I had suddenly lost

my mind.
"'What makes you want to send me!' he exclaimed, 'why

not some of the big chaps?"
"'I want you to go,' I replied, because I think you can handle the situation nicely. Go and have a good time after the big show is over. You deserve it.'

"The look that flashed in that young man's eyes was an inspiration. I will never forget it. There was happiness, amazement, joy, consternation. All of these were expressed. And he walked out with his head held higher than I had ever seen it before. Someone thought he amounted to

something, and had really said so!
"Little Henry not only attended that convention but saw important people and made some invaluable contacts. Two weeks afterward I sent him into the Massachusetts territory. I did not flatter him, praise him, or feed him toffy I margly said. feed him taffy. I merely said: You can handle that section as I want it handled. Go out there and make good.'

"Today he is one of our best A changed viewpoint has changed his looks, too. He's a splendid appearing fellow and a wonderful worker. What he had needed, all along, was just a little praise. "Some added thoughts on the

'praise' subject are as follows: "(8) Praise a salesman who does not complain. The whiner is in every office and in every business. He may even be an efficient worker, but the more he does, the more he whines. One salesman in the department, looking on the sunny side, and always turning up with a pleasant smile and a gracious manner, is worth double his weight in gold.

"(9) Praise the salesman who habitually refrains from losing his temper. It is a rare gift, a great accomplishment. Hot words and ill-advised come-backs have lost many very fine accounts.

"(10) Praise salesmen when they hold up to a consistent schedule. The intermittently suc-cessful chap is a problem. It is very difficult properly to appraise him, without keeping books on his activities. Just when you think he is very bad indeed, he does a brilliant job. The sales-man working at a more or less even business tempo is a rarity.

"It must not be assumed from these suggestions that salesmen should be stewed in a hot broth of praise all the while. given out guardedly, but at one

ADVERTISING

Your Advertising Dollars

MAY no longer buy as much white space as in 1900, but they buy more influence.

THRU improvement in growth of circulations advertising itself, your dollars buy a better presentation of your goods or services. They give you influence of space in bet- secures sales that are ter and more interesting publications, whose read- ing sales management ers give more voluntary attention to your message. Thru the tremendous

they afford access wider markets.

National advertising now really nation wide-freefrom worry over conditions that are purely local.

THE MOSS - CHASE CO., 425 - 27 Franklin Street, Buffalo, N. Y.

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GOOD NEWS

CASLON ENTHUSIASTS

CEXXED

REAL CASLON! Machine-set. That is surely good news for the many discriminating advertising men who know how far the modern "improved" Caslons fall short of their splendid original.

Caslon Old Face, as cut for the Linotype and shown in this advertisement, is based directly on the designs of William Caslon and retains the outstanding Caslon qualities—beauty in the mass and supreme legibility. It preserves all of the characteristic Caslon freedom, carefully avoiding the attempt at mechanical precision that has made so many of the modern versions colorless.

In addition to the complete series from 6 to 36 point with italic, small caps and Swash initials, there is an accompanying series of the characteristic Caslon "flowers." Some of these are used in the border of this ad.

A de Luxe Specimen Sheet showing the Caslon Old Face Series and its related ornamentation will be sent on request. We also have a few facsimile copies of Caslon's specimen sheet of 1734 and will be glad to include one if you ask for it. A letter-for-letter comparison will show how faithfully the original has been reproduced.

Mergenthaler Linotype Company

29 Ryerson Street, Brooklyn, N. Y.

CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

12 Pt. Casion Border Nos. 1024, 1025, 1026. RULES: 5 Pt. Matrix Slide No. 506, 2 Pt. No. 401



SAN FRANCISCO



time or another, when a man lives up to these specifications, we manage to convey to him our

complete appreciation.

"Many years ago, I heard a salesman say to his chief: 'You can hold me to present salary for another five years and I'll not whimper, but I simply must feel, occasionally, that I'm appreciated and that I'm doing something worth while. That's essential to life—I can't go along without a little praise, at least!

"It is not a matter of giving out gold watches, bonuses, and glittering words. Quiet praise, glittering words. Quiet praise, quietly phrased, is the proper coinage for the occasion. moment an employer gushes over a salesman, for the selfish purpose of making him want to duplicate his effort, it is spurious stuff on its face and accomplishes

no good whatsoever.

"I had a salesman, a man older than myself, say, in this

connection:

"'The greatest praise I ever experienced was accomplished without words. I had just re-turned from a hard trip in the West-blizzards all the whileand had exceeded my quota by a liberal margin. Tim Hammond, who was then sales manager of my house, just reached out and took my hand and squeezed it. That was all! It said more than an orator could in two hours of I understood." bombast.

Crandall Company Registers Change in Trade-Mark

The Crandall Packing Company, Palmyra, N. Y., has made application for registration of a simplified form of its trade-mark which features the word "Helios." The trade-mark has been used on steam, water, gas, air and ammonia packings since 1908 and has been registered before. The trade-mark peen registered before. The trade-mark has been and will continue to be adver-tised, R. M. Waples, vice-president and manager, informs Printers' Ink.

Fisk Rubber Sales

The Fisk Rubber Company, Inc., Chicopee Falls, Mass., manufacturer of tires, reports net sales of \$44,862,743 for the ten months ended October 1, 1923. After deducting all expenses, interest, etc., there was reported a balance of \$2,583,613.

Farmer Organizations Do Two Billion Dollar Business

Farmer business organizations did ore than \$2,000,000,000 of business uring 1923 according to estimates more than \$2,000,000,000 of pasiness during 1923 according to estimates made by the United States Department of Agriculture. The estimates were based upon reports from 6,639 organizations which did a total business of \$1,200,000,000. The department has reports from 8,313 associations and approximately 2,000 additional reports are yet to be received.

Annoximately 90 per cent of the more than

approximately 2,000 and tolian reports are yet to be received.

Approximately 90 per cent of the 8,313 organizations are primarily engaged in selling farm products, and about 10 per cent in collective purchasing of farm supplies. Grain marketing organizations comprised more than 30 per cent; dairy products, 22 per cent; livestock, 14 per cent, and fruits and vegetables, 11 per cent.

Some 2,600 grain organizations did a total business estimated at \$490,.000,000; 1,841 dairy products organizations, 300,000,000; 1,182 livestock shipping associations, \$220,000,000; and 956 fruit and vegetable associations, \$280,000,000; seventy-eight cotton cooperatives, \$100.000,000, and fourteen tobacco organizations, \$132,000,000. tobacco organizations, \$132,000,000.

Crescent Tool Company Adds Farm Papers to Spring List

The Crescent Tool Company, Jamestown, N. Y., will continue its advertising in general magazines and business papers of the hardware and automotive industries during the spring and will add small space in several farm papers, C. R. Swisshelm, sales manager, informs PRINTERS' INK. The major portion of its appropriation will be devoted to direct-mail advertising to jobbers and dealers and to displays, and other dealer helps.

J. Clark Coit Heads Winchester-Simmons Company

J. Clark Coit has been elected presiof the Winchester-Simmons Company,
St. Louis, Mo., succeeding George
W. Simmons, whose resignation was
reported in Painvass' Ink. of last
week. Mr. Coit recently resigned as
president of the Lee-Coit-Andreesen
Hardware Company, Omaha, Neb.

R. B. Small Leaves Postum Cereal

R. B. Small has resigned as vice-president and sales manager of the Postum Cereal Company, Inc., New York. Mr. Small joined the Postum company in 1919 as assistant sales manager.

"Hospital Buyer" Sold to W. C. Dietrich

Hospital Buyer has been sold by Abbott Laboratories, Chicago, to W. C. Dietrich, Chicago, who will continue its publication.

The Philosophy of American Industry

How Machine Production Increases Individual Purchasing Power

By Julius H. Barnes

President, Chamber of Commerce of the United States

HERE is a republic a hundred and forty-one years of age, occupying a continent endowed by Nature with great natural re-sources, and open to the white race only three short centuries. Yet in those three short centuries so well has the white race that occupied this continent discharged the stewardship in which great natural wealth was bestowed upon this land, that it has in three centuries created a national wealth of three hundred billion dollars, with its nearest rival the British Empire, with a thousand years of accumulative effort, reaching a total of a hundred and seventy billion. If you will get this con-ception of industry—that all of what we denote as national wealth, possessions, the thousand things of everyday use in home or office or factory, originate primarily in Nature itself; that it is useless until the cunning brain and hand of man construct and shape it into forms useful to minister to the health, comfort or happiness of peoples, then you will appreciate what I mean when I say that American industry has a philosophy behind it that raises it above the sordid and sinister, and gives it new idealism and new meaning that should enlist with enthusiasm every grade of work, from the desk of management to the bench of labor.

Throughout the whole history of America there has been a direct economic pressure out of which our industrial philosophy has been welded, a pressure for the enlargement of the product of every single pair of hands by every device which cunning and ingenious brains could bring to this service. There has been so

much to do, and relatively so few to do it! There has been this constant pressure, in this land as in no other, and that is one reason why we show a marked leadership in this industrial philosophy, which is peculiarly American. The adoption of labor-saving devices, of inventions, of mechanical appliances, to enlarge the stream of output for every worker, is the result of economic necessity, but also of our social concept, putting a premium on the individual man.

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WHERE LEADERS COME FROM

Ninety-five per cent of the leaders of industry today have risen from the very lowest ranks. This stimulates effort. The workman of today becomes the foreman of tomorrow, and he the superintendent of the day after, then the manager, then the owner of industry. A great stimulant reaches every single individual effort, by the prospect, sure and safe, held out to those who are equipped with ability or character, with willingness to strive, and the vast aggregate of effort has created a splendid story of aggregate national achievement.

It has rested upon the security of a market that is practically a market of forty-nine peoples without a single boundary line erecting customs barriers to cut lines of trade between production and final consumer. Nowhere else in the world are there gathered together 110,000,000 people without a single barrier of trade which frontiers elsewhere interpose, with the restriction of trade that follows. Nowhere else in the world have there ever been 110,000,000 people with as nearly uniform tastes and desires, with adequate buying and earning and consuming power as in America.

Portion of an address before the Washington, D. C., Board of Trade.

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REPRODUCED FROM PRINTERS' INK

Measuring the Copy to Suit the Calibre of the Product

"Brevity is Best for Cigars," says this manufacturer, after Experience with Lengthy Appeals

By HARRY THOMPSON MITCHELL

WE have all been told and retold that brooks that babble are shallow; that still waters run deep; that where there is an overmuch of smoke there is usually naught but a feeble, smouldering fire.

Sales managers confidentially whisper that the men who ring the bell oftenest—the salesmen who superinduce the most signatures on the dotted line—are not always talkers. They are the fellows who say just enough; not too little, not too much. One extreme or the other is bad, very bad, we are bound to gather from the opinions of the sales managers.

Now how about advertising? Do some ads "talk" too much? Are some

copy writers garrulous when they should be succinct? Some of our most skilful advertising men do loudly aver, when you ask them, that one of the pithiest problems of a campaign is in settling the question of how much to say—how much selling talk a specified product requires, or will stand.

This, indeed, was the very poser that confronted Bayuk Brothers, Philadelphia cigar manufacturers, when they bent to the task of preparing a campaign in behalf of two of their leading cigars — Prince Hamlet and Mapacuba.

(Continued face to face by Sherman & Lebair, Inc.)

POR six years we have prepared and placed the advertising of Bayuk* Cigars. To a cigarette or a smoking tobacco manufacturer we offer tobacco experience and an Advertising idea. To any manufacturer who makes something for men, we offer a notable capability for selling to them. Confer with us.

SHERMAN & LEBAIR

ADVERTISING

*Prince Hamlet
Mapacuba
Havana Ribbon
Charles Thomson
Philadelphia Hand Made

116 West 32 ≥ Street New York

MOTOR LIFE

The Magazine of Touring

has a guaranteed circulation of 45,000 motorists, owning cars costing an average of \$1500 each—the largest 100 per cent car owners circulation of any magazine in America.

These monthly readers are recruited by voluntary subscription largely from the purchasers of the Automobile Blue Books and the membership of the Touring Club of America. Motorists who not only buy the Blue Books and belong to a touring club, but also subscribe to the touring magazine, must be deeply interested in touring.

They buy MOTOR LIFE as the recognized magazine authority in the touring field, not only to read its illustrated descriptions of interesting and unusual tours, but also to secure up-to-date information concerning changed conditions in the sections of the country they plan to visit—thereby supplementing the annual information given them in the Blue Books.

Using their cars not only in their daily affairs, but for long-distance travel as well, the subscribers for MOTOR LIFE constitute a constantly growing and wellto-do following of the best possible customers for automotive products and the better-class accessories of outdoor life.

For further information address

MOTOR LIFE

HENRY L. HORNBERGER General Manager

1056 W. Van Buren St., Chicago

Published by the owners of the Automobile Blue Books, MOTOR LIFE is the one magazine in the country in a position to furnish information from this source—the Standard Touring Guide of America. nar abo 100 uni ade late incr

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True, there is a narrow fringe of relative poverty beneath, and a narrow fringe of luxury class above. We have here practically 100,000,000 people with almost tastes and uniform uniform adequate buying power to stimulate the production of vast and increasing quantities of articles of common use, the thousand things which we have learned to look upon as necessities in America, and which other people yet hardly dare hope to attain.

There have followed certain results that feed and sustain each other. The expansion of a market by increasing quantities of goods, the enlargement of buying power in that market because of improved employment and earnings, and the security of living standards advanced by both these There is thus created a charmed circle, resting on production, and yet more production.

At the very time when shallow thinkers are wailing that the day of opportunity has gone America, with the passing of the frontier and the opportunities of the frontier, we have today the unmatched example of a single man in America in a single generation, by his own effort, achieving a fortune of perhaps \$1,000,000,000. How? By influence or position? No; in free competition, by producing an article of universal aspiration, better than anybody else had been able to do in competition.

If you get the picture of this vital meaning in production, you will agree that it is invested with throbbing life and meaning. You see that the only way more adequately to equip households in this country is by producing more and more of the things to divide among those households. magic of large-scale production and the manufacture of a tremendous number of units at the very minimum of cost, bring these articles within the reach of more and more people. Also the quickened competition for workers among employers makes more and more secure the employment and earning power on which that mar-

ket itself rests. It is a charmed circle, and it is distinctly American in its genius and in its ac-

complishment.

Invention stimulates production, and production stimulates inven-Rewards for superior ingenuity inspire new mechanism, new devices, new machines enabling each single worker to produce more and more of the things of universal aspiration.

STOP AND LOOK AT THE PROCESSION

Think back yourselves how this process has developed; how recently have come into general possession, bathrooms, plumbing, pure water, heating, the phonograph and the telephone, sewing machines, vacuum cleaners, gas ranges, electrical heating and lighting and electrical devices of all kinds, the radio, the motorcycle, the automobile. So fast are changes going on and so much do we accept these things as an everyday matter-of-course, that unless we think back and mark the progress, we hardly realize the accelerated pace at which proceeds the production of things which lengthen life, secure health, and enlarge human comfort and happiness, and give time for the finer graces of life. And this process is distinctively American.

In 1830 there was the first sewing machine; in 1826, the first railway; in 1835, the first tele-graph; in 1845, the first fast press, and until that fast press, it was impossible for general knowledge and general information to be adequately distributed. Then we come to 1855, and we are in the lifetime of men now here. In that year the first iron beam was used for construction, and we have since sent our skyscrapers fifty stories in height. In 1870. there was constructed the first steel ship. In 1876 there was held the Philadelphia Centennial. In 1876 the marvel of that centennial was the vast Corliss engine, just designed, running the machinery exhibit in machinery hall. It was an engine of 2,500 horsepower, a potentiality unheard of before-2,500 horsepower-and today we

have electric generators which generate 85,000 horsepower in a

single unit.

Nothing illustrates this process so much as the history of Egypt. It was not until 1920, three years ago, that the opening of some tombs in Egypt disclosed the 4,000 years old models of little figures showing the habits of life in Egypt in that day—the bakery, the slaughter house, the brewery.

The little models wore rudimentary garments made of linen, as fine, perhaps, as the linen of today. We have the implements of ancient Egypt preserved today, and the spindle on which the thread was twisted, and the shuttle which wove the cloth by hand, were almost exactly the same spindle and the same shuttle that were used in America at the time of your grandmother. For 4,000 years no progress was made in the method of providing one of the three prime requisites of hu-man life, these being shelter, food and clothing; no progress in the quantity manufacture of clothing bringing it within the reach of more and more people, until the power loom was invented, first in 1785, but useless for 50 years, until perfected and brought into commercial service in 1835. Four thousand years of no progress, and then 85 years of progress which has put modish gowns and silk stockings within the reach of every shop girl in America.

It is only in the last 20 years that we have achieved outstanding synchronized invention. The automobile was not possible until we learned to make rubber tires and the electric starter. In the last 20 years have come into play the automobile, the submarine, the airplane, the X-ray, the motion picture, and the radio. It would be impossible, now, for any crude invention to rest unused 50 years, as the power loom did, because inventive genius today, with modern knowledge at its fingertips, could solve every requisite to make it perfectly workable. Invention treads upon the heels of

previous invention.

It is of vast significance that

5 per cent of the world's population here in America draw from Nature these things which translate themselves into human use, over 50 per cent of the standard bases of all fabrication—coal, oil, iron, steel, copper, cotton, timber 5 per cent of the world's population uses and consumes 50 per cent of the world's production of these basic articles. Of shoes we use 50 per cent, of print paper, 50 per cent, and of automobiles, that greatest addition to the earning power the world has ever seen and the greatest source of in-dividual healthful pleasure and content, we produce 92 per cent of the world's output, and use at home 90 per cent. It is of vast significance that this 5 per cent of the world population possesses in daily service almost half the total world railroad mileage and almost three-quarters of world's telephone and telegraph equipment. Think of the signifi-cance of that, and then try to forecast the future and determine, with sober study and conviction, under what conditions this splendid progress has been achieved, and what is necessary to preserve it to the full.

A PLANE FOR OTHERS TO REACH

It is a certainty, indeed that America's 110,000,000, attaining such a standard of living, in these days of ready world communication by newspaper and magazine, cable and telegraph, the telephone and the radio, will exercise a stimulating influence on world's other 1,700,000,000 human beings, who will aspire for, and attain, that standard of living just as fast as their earning power is developed; but they need the quickened processes of industry, transforming natural wealth into human possession. create earning and buying power, stimulate both production and consumption and maintain the interchange of all these articles of modern complex commerce.

This leadership of America is secured by certain advantages not taken from us in a day, if, indeed, they could be taken from

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Metropolitan Service for New York State Industries



T is not practicable for advertising agencies, complete and modern in organization and facilities, to exist in every

smaller center. But it is possible for one such agency to function in the center of a state dotted with industries.

Where that condition obtains, the industries that surround the agency can make use of services equally as valuable as those existing in large centers, with the added advantage of *proximity*.

That the type of service which we bring close to New York State industries is fully competent and exceptionally thorough and complete, can be demonstrated to anyone who asks for the facts.

MOSER & COTINS Advertising



Member
AMERICAN ASSOCIATION
OF ADVERTISING AGENCIES

...

Every Audit Should Be A Detailed Audit

The leaders in practically every field of business now regard the Detailed Audit as an absolute necessity. The Reserve Cities Bankers Association, and most of the Credit Associations throughout the country, stand on record as preferring it to the Balance Sheet Audit.

Offering an expert and independent study in detail of the items represented in mass by balance-sheet figures, the Detailed Audit not only verifies, but clarifies. It digs beneath the figures and reveals the buried facts.

Every audit should be a Detailed Audit. It brings to light avoidable leaks and wastes. It finds the flaws in accounting, in credit and collection method's. It presents the cause, and the effect, of financial policies. It points to possibilities for greater profits.

Free from the qualified statements of the Balance Sheet Audit, the Detailed Audit is the ideal basis for credit. Complete in its presentation of the facts behind the figures, it is the only basis for executive plans and action which lead to progress and success.

ERNST & ERNST

AUDITS - SYSTEMS TAX SERVICE

NEW YORK
BUFFALO
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BOSTON
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BALTIMORE

RICHMOND

CLEVELAND CINCINNATI TOLEDO COLUMBUS YOUNGSTOWN WHEELING AKRON CANTON

LOUISVILLE

DAYTON

DETROIT ST. PAUL GRAND RAPIDS DAVENPORT KALAMAZOO INDIANAPOLIS PITTSBURGH ST. LOUIS KANSAS CITY ERIE OMAHA

MINNEAPOLIS DENVER

MILWAUKEE

SAN FRANCISCO

LOS ANGELES ATLANTA NEW ORLEANS DALLAS HOUSTON FORT WORTH SAN ANTONIO WACO

FEDERAL TAX OFFICE: 910 TO 918 MUNSEY BLDG., WASHINGTON, D. C.

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us at all. We have a working class of a relatively higher intelligence handling the intricate and delicate machines of production. We have invention and ingenuity stimulated by the assurance of quick and adequate reward. We quick and adequate reward. have superior ability in the direction of industry, by the very fluidity of our national ideals, which closes no door to ability and energy. Here we are realizing on the capital investment of ten generations of public school training in America which can not be taken from us except by the same slow process of the development of mentality and intellectuality through this same process of child training generation after generation.

America's leadership in this vast industrial advance—and think of it, please, in human terms as well—rests on that basis, secure, if we preserve the conditions under which it has been created and under which so splendid an achievement has been recorded.

AVOID FALSE REASONING

We cannot preserve it if there creeps in amongst us the deadly social fallacy that, in a great world, its myriad human needs and aspirations, there is only so much work to be done, and that by limiting the amount of work each worker may do, the work will furnish more wages to be paid, and therefore there will be more employment and earnings. Every chapter of American history disproves that as the greatest social fallacy and social injury in the world. The employers of America are not blameless in that they do not make this industrial philosophy and its human service clear to the world, and that they do not cushion the impact on the individual worker which accompanies the enlargement of production by labor-saving machinery. How can you expect a worker to enthuse over the bare economics of such a situation, when, for instance, the magnetic crane comes into play and two men perform the work of 130, and if then 128 men are told to seek other

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An Innovation in Printing

We experimented with the idea of turning our equipment and plant over to buyers of large edition printing and binding—we "sold" them our plant, our facilities, and our staff of advisers.

The laboratory stage is passed, and the appreciation expressed by several nationally known publishers and advertisers has made this experiment an established plan.

We want you, Mr. Buyer, to walk in this plant, survey the complete mechanical equipment, the staff of craftsmen, our shipping facilities, and feel that they belong to you and are acting under your instructions.

No matter where you are located, we are at your back door with this idea and service, and we would welcome an opportunity to acquaint you with further details concerning our plan.



Where Federal crosses Nineteenth Street

jobs? But when they see that they do find other positions, that opportunity for employment grows by this very process, that it is only the question of the individual impact being cushioned until the worker finds himself almost inevitably in a better position, then the employer of America can secure the cordial co-operation of the workers in what is in reality a great economic advance securing an acceleration of human progress.

When a cigar-making machine is put in, and 4 men do the work of 15; when an automatic stoker goes in on a furnace and two men do the work of 8; when a bottle-making machine is brought out, and instead of 45 bottles per hour per man, 950 bottles per worker come out; when, in handling coal on a pier by an automatic conveyor, 12 men do, the work of a 150—these are the individual cases of dislocation that must be cushioned in the interest of the functioning of this vast machine on which the security

of human living rests as never before. When workers see that, by this process, drudgery is lifted from human backs, work is made interesting and stimulative, homes are better furnished, freedom of child opportunity is enlarged, continuity of employment greatly strengthened, that inevitably the substitution of intellect in the control of powerful machines ultimately increases and stabilizes earnings; when these things are understood, then we get the conviction of mutual interest by which employers and employees work to a common end, and that end, the national and individual welfare.

In this transformation of industry there has come into play a change of base, an evolution as yet not fully appreciated. Has capital been timid? Is it

Has capital been timid? Is it proof of timidity that we possess one-half the total railroad mileage of the world, or that we possess three-fourths of all the telephone and telegraph mileage of the world?





HENRY S. MCLEOD

associated for the past four years with The Woman's Home Companion in the Western Office of the Crowell Publishing Company, has joined the staff

of

Charles Daniel Frey

Advertising

A GENERAL AGENCY

30 North Michigan Avenue

Chicago

CREATORS OF NATIONAL ADVERTISING SINCE 1911

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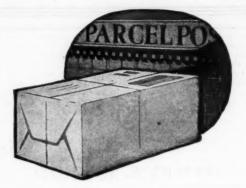
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What is it worth?

EVERY parcel post package you send represents a certain sum of money. If it is lost or damaged—as many packages are—the cost of replacement doubles your loss. Unless-

You automatically insure by enclosing a North America Coupon. The stub is your shipping record.

Inquire about the North America's new low rates on Parcel Post Insurance.

Insurance Company of North America

PHILADELPHIA

Founded 1792

"The Oldest American Fire and Marine Insurance Company"



Insurance Company of North America, Third and Walnut Streets,

Philadelphia, Pa., Dept. W2.

.....State...... Wants information on Parcel Post Insurance

Is it proof of timidity that we take a device like the automobile and manufacture 90 per cent of all the automobiles made in the world?

Is it a proof of timidity that we take the radio, and in a single year place it in almost every home in America?

Capital that is reckless, capital that makes its ventures under conditions which it knows invite failure, courts disaster. Therefore capital is conservative, and must be careful in its own self-preservation.

The effect of all this is shown, very briefly, in the national income. In 1890, only thirty years ago, it was \$12,000,000,000. Today it is \$50,000,000,000, four times the national earnings, in thirty years. Human labor could never create that wealth except aided by science and invention and enlargement of productive power through this process of machine equipment and the service of mechanical devices.

BUYING POWER OF AMERICA WIDELY DISTRIBUTED

That earnings and increase of wealth and possessions are fairly and widely distributed rests not alone in the increase of savings in this country in 10 years from \$6,000,000,000 to \$14,000,000,000; nor on the increase in the national bank reserves from \$6,000,000,000 to \$17,000,000,000, but in the roughand-ready proof that buying power rests in millions of hands in this country, when railroadloaded cars week after week exceed the almost incredible number of 1,000,000 cars, paralleled by the individual service of 15,000 motor trucks on the newly built highways beside. How could such a volume of goods be dis-tributed and marketed if buying power were concentrated in the hands of a wealthy few? Is it not convincing proof that millions of people have adequate earning and buying power?

This process never ends. Invention will always keep ahead of human needs, and human desires will always aspire to enlarged

RADIO ADVERTISING

Real radio fans eat up everything in type they can get hold of ads are as interesting as descriptive articles.

A Radio Tabloid Section will be added to our regular Saturday edition beginning February 9th. It is the first and only in Utica—the Heart of the Empire State.

Send for Utica Booklet

Utica Observer-Dispatch

Member Empire State Group Each the Leader in Its Field

J. P. McKINNEY & SON New York

Chicago

Los Angeles

possession and daily use. The whole history of this process shows that it will share its benefits and distribute its savings and earnings through the natural process of secure employment, increased productive power, and widened opportunity, for the reward of ability and effort.

Franklin Awards Newspaper Advertisement Prizes

The Franklin Automobile Company, Syracuse, N. Y., offered newspaper advertisements as prizes in its dealers' sales contests for the first six months of 1923. The success of the plan and the division of the dealers into several classes for the purpose of equalizing the competition was described in the August 30, 1923, issue of PRINTERS' INK

Prizes of full-page advertisements in their local newspapers have recently been awarded those Franklin dealers who led their groups in retail deliveries during 1923. Half-page space was awarded those standing in second place in their respective groups. Ralph Hamlin, winner of first place in Class A in the first contest led again. The entire country was divided up into eight different groups, the differentiation between dealerships not being predicated on geographical location but rather upon the size of a dealer's territory, potential business and past performance.

One Car to Seven People in the United States

United States

The year 1923 ended with a registration of 15,281,295 automobiles and motor trucks in the United States, a car of some sort for every 7.2 persons in the country. This figure is a gain of 2,916,918 or 23.6 per cent over 1922. Trucks comprise about 11 per cent of the total.

New York State leads in registration with 1,214,090 cars and trucks, California, Ohio and Pennsylvania passed the million mark in the order named.

Motor fees and taxes brought approximately \$190,000,000 into State treasuries during 1923 as compared with about \$150,000,000 during 1922.

Made Vice-Presidents of Alfred Wallerstein, Inc.

George Newman Wallace and Sampson Raphaelson have been elected vice-presidents of Alfred Wallerstein, Inc., New York advertising agency. Both have been with this agency for the last vear.

Boston Wholesale Grocers Consolidated

The S. S. Pierce Company of Boston, wholesale and retail grocer, has bought the Cobb, Bates & Yerza Company, wholesale and retail grocers also of Boston.



DORRANCE, SULLIVAN & COMPANY

Incorporated

Advertising

130 WEST FORTY-SECOND STREET NEW YORK

11 Milk Street BOSTON

332 So. Michigan Ave. CHICAGO



WORLD LABELER

by fast and efficient service enables you to increase production and lower operating costs. Fitted to handle the individual job, it labels glass, wood, cardboard or metal—neatly, uniformly, and accurately. Bring your labeling problems to us.

ECONOMIC MACHINERY CO., 8 Grafton St., Worcester, Mass.



In recording a gain of 1,659,798 lines (5,532 columns) over its own former high mark of 1922. The Dispatch, again in 1923, stood first among all Ohio newspapers. The next largest newspaper published 2,030,533 lines less than The Dispatch.

The Dispatch Exceeded Other Columbus Papers Combined by 3,434,859 Lines

The large and constantly growing volume of advertising coming to The Columbus Dispatch is due to this fact:

It is the first Columbus newspaper in circulation by many thousands

For the six months ending October 1st, 1923 (the last government sworn statement) showed that The Columbus Dispatch had

A Daily Average Circulation of 87,561

The Columbus Dispatch

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Service More Abundant

THE man who knows he can make a product or deliver a service better than anyone else has taken the first step toward getting others to acknowledge the fact. If he keeps quietly telling the world about what he has to offer, and does not neglect to continue to improve his service to his customers, success comes to him as a by-product of service.

The secret of a better method or a greater service to the consumer cannot long be kept hidden from the world. It is one man's duty to tell; it is the public's habit to find out. Both share in raising the standards of living in giving a fuller, finer life to the masses. Advertising, the art of making known, is a duty as well as a service to humanity.

The man who truly gives of himself in his work has no competitor. His product will reflect an individuality which can no more be imitated than his thumb print. The manufacturer and the salesman, as well as the artist and the writer, if they truly unfold themselves in their work, are fulfilling a mission, are performing a service which cannot be imitated, and which is sure ultimately to be recognized.

As the heart is so are the acts. As the head of an institution is, so is his organization. A heart man with good business judgment is the ideal leader. Men with this combination are building their business on a rock foundation. Men who are developing these qualities are the successful leaders of tomorrow.

When each individual in an organization comes to realize that he goes up, not by stepping on the head of any other individual, but by growing with the rest and helping each develop, then the whole organization develops real morale,

The man who only drives always gets driven. The man who serves and shows others the value of service is helping to create a better order of things. He is meeting the challenge of the changing times.

In each man there are immense resources upon which he has made but slight calls. More good reading will help tap these reservoirs.

> Advertises to Parents of Prospective Employees

The Metropolitan Life Insurance Company, New York, in personnel advertising recently, addressed its advertisement to the parents of young women just out of school rather than to the prospective employees. Captioned, "The Years before She Marries," the copy observed:

"The young woman who graduates from school has the most interesting and important years of her life to live. Either she must go out into the busi-

Either she must go out into the business world and make her way under conditions that tax her physical and moral strength, or she throws her energies into the social life about her. Either way there is a fund of ability and answer worth cultivations which and energy worth cultivating, which lost cannot be recovered."

Concerning the company's long roster Concerning the company's long roster of young women employees the copy described the growth of a carefully perfected school of living with safeguards for health, normal social life and real business progress. Then addressing itself to parents, the copy said: "We wish to tell you what your daughter would gain in our employ."

Murphy Varnish Company

Plans Architectural Campaign The advertising plans of the Murphy Varnish Company, Newark, N. J., for 1924 will include an architectural campaign. Color advertising will be used in publications devoted to home building and decorating. The company is informing dealers of this campaign in trade-paper advertising, balers are told that this advertising will open up an opportunity for starting sales promotion work with architects.

A. M. Evans with Gravure Service Corporation

Alfred M. Evans, formerly with the New York Tribung and more recently with the New York Evening Post, has joined the Gravure Service Corporation, New York. He is acting as its repre-sentative in New York State, including New York City.

C. D. Truman Joins Los Angeles "Herald"

Charles D. Truman has joined the Los Angeles Heraid as promotion manager. Mr. Truman was formerly with the advertising and service departments of the Honolulu Advertiser.

SHELDON ELECTROS, STEREOS AND MATS

FOR DEALER'S SERVICE

If interested in securing the best results, write us.

If you wish the benefit of 40 years' experience, write us.

If you want the best system for handling this part of your advertising, write us.

Send us one of your booklets or Dealers' Sheets with specifications giving quantities used,

SHELDON CO.

Ad Plate and Mat Specialists
NEW HAVEN CONN.
New York Office: 38 Park Row

A peach of a paste!



Quick drying, creamy, tenacious. Improved plunger stopper can't stick. Ask your dealer about the desk jars and economical pints, quarts, gallons.

The Commercial Paste Company Columbus, Ohio

Please address Dept. 115
Sold by Department, Drug, 5 and 10
cent stores and Stationers.

A Laboratory Test on Dealer Tie-Up

Utah Coal Operating Company Takes One Dealer as an Example to Find Out What Increase in Results Can Be Expected When Retailer Follows Up Its General Advertising

A COAL operator has had demonstrated in a thoroughgoing fashion an ideal dealer tie-up with his general advertising. The demonstration has furnished another proof of the great value of and also the actual necessity for this final step—dealer tie-up—if anything like the maximum benefit is to be secured from the major campaign.

The Lion Coal Company. Ogden, Utah, operating mines in that State and Wyoming, with dis-tribution in several Western States, conducted a fourteen-week campaign in newspapers, changing its copy twice each week. aim of this advertising was threefold: first, to stimulate an interest in coal as coal; to persuade the reader to store coal for the winter months, and to influence a preference for Lion and Burnsright coals which are mined by the company.

A combination letter and broadside went out to the trade each week. Business-paper advertising also urged dealers to tie up with the newspaper campaign. Many did so. Although its message was reaching the consumer, the company still felt that not enough was being done to secure completion of the final contact between the consumer and the Lion dealer.

The copy used in the newspaper campaign combined human-interest appeal and all possible selling arguments. Many companies have advertised coal along similar lines.

The direct-mail work to dealers received much attention. The combination letter and broadside, got up artistically in colors, was mailed each week so as to arrive just before the newspaper advertisements appeared. They were personally signed by the manager.

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RESOLUTE LEDGER

BOLD hand and steady pen combined with RESOLUTE LEDGER was once a most efficient bookkeeping combination.

The bold hand is now changed to printed figures. The steady pen is more often a sure touch on an adding machine.

But RESOLUTE LEDGER works well as ever in either combination. It is a rugged, reliable sheet well able to withstand the frequent handling given loose leaf systems of machine bookkeeping. It still presents a firm, smooth surface which takes printed figures as well as written figures and preserves them safely.

Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Old Council Then Bond Neenah, Wisconsin Success Bond CHIRFTAIN BOND NEBNAH BOND

Check the V Names

WISDOM BOND GLACIER BOND STONEWALL LINEN LEDGER RESOLUTE LEDGER PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Nomah bonds and ledgers for testing purposes





Do They Ask for Your Product in Restaurants?

It's all right to convince Mrs. Housewife that yours is the best product in the world—but what about the millions of people who take one to three meals daily in restaurants? Will they ask by name for your breakfast food, coffee, cheese, bacon, grape fruit, etc.?

The restaurant operator, the arbiter of a thousand appetites, is an ally you should not overlook. It is he who, by putting "Beech-Nut Bacon," "Armour's Star Ham" and others on his menu, not only sells them, but advertises them as well. You can get him to feature your products—your "dealer helps" will fit his window—and an important link will be added to your advertising sales force.

We can tell you how to sell to restaurants. You'll find it remarkably easy. First send for our "Analysis of the Restaurant Industry," and when you've read it, we'll help you apply its data to your products.

The AMERICAN RESTAURANT

PATTERSON PUBLISHING COMPANY 123 West Madison Street, Chicago, Ill.

Member Audit Bureau of Circulations and Associated Business Papers

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1924

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They informed the dealer of the campaign and of the advertise-ments about to be published. They suggested that the dealer advertise at the same time and tell the public he handled Lion coal. Early storage and similar seasonal advice was added. The broadside also contained reproductions of the advertisements next scheduled and of scenes at the company's mines. These scenes portrayed methods of operation, equipment, transportation facilities, etc. Two broadsides, larger than the others, The first, provided a climax. The first, captioned, "A Coal Scoop," reproduced the ten preceding advertisements. The final letter, captioned, "Looking down the Shaft," gave scenes at the mines and a résumé of the campaign.

However, the campaign seemed incomplete after all this work. The dealer tie-up was unsatisfac-

torv.

As a fairly large appropriation had already been made, the additional expense to the consumer was not favored. The value of the plan was also considered debatable. It was finally decided to try out the plan with a representative dealer. The Ellis Fuel Company, Ogden, was chosen. A series of six folder letters was prepared. After the Ellis Fuel Company had mailed four of these letters to its customers and the general public, it reported a 300 per cent increase in its business over the same period of last year.

From this laboratory test the Lion Coal Company knows that its advertising will pull if the dealer will lend his co-operation. And it now has a selling point that it can use to secure the needed co-operation of its dealers on

advertising matters.

Canadian Campaign for Royal Crest Port Wine

The Canadian Grape Products, Ltd., Jordan, Ont., is using newspapers in a campaign which it is running on Royal Crest port wine, which, being native wine, is not prohibited in Ontario. The F. W. Hunt Advertising Service, Toronto, is directing this campaign.

CONVENTIONS and EXPOSITIONS

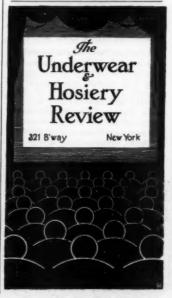
provide the classified audiences that are so essential to the effective distribution of Educational and Industrial Motion Picture Films.

World Convention Dates

will give you the meeting place, dates, Secretary's address, and attendance for 8,500 annual Conventions and Expositions, from which you can easily select the events at which YOUR films can be displayed to an appreciative audience.

Published monthly—Yearly rate, \$15 (Descriptive leaflet No. 20 upon request)

Hendrickson Publishing Co., Inc. 1402 Broadway, New York City



We write WORDS and draw PICTURES

that lead straight to SALES

H

- for Art Work & Copy

MARTIN ULLMAN STUDIOS INC.

III East 24th St. New York

9deas in advertising bring results

THERE'S A STUDENT MARKET FOR YOU

The Parker Pen Co.'s advertising runs in 250 college newspapers and comics, covering more than 200 college town markets. Dealers in every part of the country are thus helped to sell more Parker Pens to students. Many other national advertisers are now operating in 100 college towns or more.

There's a student market for you. Ask us how to get it.



COLLEGIATE SPECIAL ADVERTISING AGENCY, Inc.

508 5th Avenue, New York City 110 S, Wabiah Avenue, Chicago 117 Stephens Union Bidg., Berkeley, Calif.

Employees Have Public Service in Mind

Another instance of worth-while ideas from the ranks is shown in a sevencolumn advertisement recently used by
The Peoples Gas Light & Coke Company,
Chicago. As the caption and explanatory
note stated, the page was a feature from
the company's house-organ: the answers
of more than fifty executives and employees to the question, "What was
the most important event in the history of the company for 1923?" These
answers tending to show a unanimity
of thought throughout the company organization concerning "service to the
public first," were felt to be of possible interest to consumers. The letters, grouped about a box containing
the president's New Year greeting,
filled the page. Gas rate reductions and
a special house-heating rate were cited
most frequently as events of greatest
importance in the company's history
for the year.

Cleveland Publisher

Incorporates

Dann O. Taber, Inc., is to be the name of a publishing company being formed at Cleveland, O.

The company plans to publish magazines in manufacturing, industrial, automotive, and agricultural fields. Dann O. Taber, formerly of The Penton Publishing Company, Cleveland, is the head of the new company.

Galen Van Meter with Jules P. Storm Agency

Galen Van Meter has joined Jules P. Storm & Sons, Inc., New York advertising agency, as an account executive. Mr. Van Meter was formerly with The O. J. Gude Company, N. Y., of that city.

Advertising Campaign Planned for Cap Account

Chas. Tobias Bros. & Co., Cincinnati cap manufacturers, have placed their account with the Prather-Allen Advertising Company, advertising agency of that city. Trade papers and newspapers will be used by this advertiser.

Liggett & Myers Reports Larger Net Income

The Liggett & Myers Tobacco Company, New York, Chesterfield, Fatima and Piedmont cigarettes, reports a net income of \$9,622,397 for the year 1923 after taxes and charges, as against \$9,724,293 in 1922.

W. T. Gray with Edwin Bird Wilson

William T. Gray, formerly assistant managing editor of the Louisville Courier-Journal, has joined the copy staff of Edwin Bird Wilson, Inc., New York advertising agency. 1024

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Practically every business man has com-mitted the Final Error. Practically every organization can charge losses it. For the Final Error is this: forward-ing expensive catalogues and bookless "Under superate cover." Under Separ

> probably the most expensive phrase American industry has ever used

> It IS an error to devote the time and resources of your organization to procuring a catalogue—to spare no expense on illustrations, engravings, printing-to devote time and money to making prospects ASK for it -and then to send it "under separate cover."

> Du-Plex and Mon-O-Post Envelopes carry your printed matter and letter under the SAME cover and at no extra postage expense. Your chances of making a sale are increased. You save your time and the mail room's time. You absolutely eliminate loss of your printed matter.

> Why not begin to check the "under separate cover" habit in your business today? As a preliminary, write for an eye-opening booklet, "Suppose This Were Your Catalogue,"

DU-PLEX ENVELOPE CORPORATION 364 SOUTH THIRD STREET, QUINCY, ILLINOIS

"Mailing Information Headquarters" Twenty-three Branches in Metropolitan Centers

ENVELOPES

Pat. U.S.A. May 29, 1919. Oct. 9, 1923. Pat. Canada Sept. 30, 1919. Other Pats. Pending

COLUMBIAN **ENVELOPES**

Patented July 19, 1921 Other Pats, Pending

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Du-Plex Envelopes, in stock sizes and in average quan-tities, are sold by

many leading stationers, If you cannot secure them

locally write-us.

stant ville New

MORE SALES THROUGH MAILS FOR



While they're Fighting it out in Washington

OU CAN reduce the taxes on your business, or your clients, by cutting down your costs. Just figure for a moment how much you tax the advertising appropriation by using electros where mats will do just as well—a net difference of 80% on every reproduction. Be sure you get Reliable Mats, though, by ordering

O'FLAHERTY'S

· PEERLESS MATS ·

313 West 37th Street, New York

ELECTROTYPERS



STERFOTYPERS

Advertising Built by and for Salesmen

How One National Advertiser Secures the Support of Salesmen in Merchandising His Advertising

By W. F. Tuttle

ADVERTISING does its part in selling in two major

First, it reaches the consumer

directly.

Second, it reaches the consumer indirectly, by influencing the dealer in stocking the merchandise properly, displaying it and suggesting it verbally to his customers. Advertising in the dealer's trade papers is chiefly influ-

ential in this manner.

Probably if a hundred nationally advertised products were listed it would be found that proper merchandising of the advertising to dealers is just as important as the creation of actual consumer demand through the direct effect upon the public alone. The advertiser who does not properly merchandise his advertising and obtain its full indirect value is not utilizing the fu!l value of the advertising that is carried on.

Merchandising the advertising to the trade comes under two

heads:

The mechanical part, which is preparing portfolios, printing sales talks, sending out letters broadcast to the dealers, etc.

The human angle, which means obtaining the complete and enthusiastic support of the sales force so that each salesman appreciates the necessity and value of the advertising and is taught how to utilize it in increasing the number of sales per day as well as an increase in the average amount of merchandise sold to each customer.

A large national advertiser in the East, in the fall of the year calls in his district sales managers from all parts of the country for a three-days' conference. This is an advertising session, pure and simple. Nothing but advertising plans for the coming

year are discussed. The advertising

The advertising manager is in charge of the meeting which is opened with an announcement that the men have been called together to build the advertising for each market. Copy writers, layout men and space buyers all attend these meetings at separate times.

THE SALESMAN'S REACTION

In this way, the salesmen help build the copy. They feel when they go back to their territory and the campaigns arrive, that it is their copy—that they have built it.

Dealer helps in the form of window display are worked up at the same time. The salesmen are taught the value of dealer helps—how they should be used—and are informed of the cost of each piece of material. A system is followed of sending memorandum bills to each of the district managers once a month, so that they know the total value of the dealer help material that has been used in their market.

The third day of the conference is utilized by the general sales manager in telling the district managers just how they can merchandise this advertising.

Inasmuch as the product is a highly competitive, staple article, this message is brought home to

the men thus:

"In any market where they have 500 customers, if they can stock half of these customers with twice as much of your brand as they carry of any other brand and if you can keep the trade stocked in this proportion for six or eight months, at the end of that time you would own the market for your brand. All forms of advertising must be re-

High Grade Agency Contact Man and Representative or Sales and Advertising Executive

Well and favorably known advertising agency man and merchandiser is available.

He has had ten years thorough training and successful experience in advertising a n d merchandising work.

Well qualified to act as contact man and representative or as sales executive in the development and expansion of the business—on a salary and participation basis.

References as to character, habits, business record and ability. Thirty years old, married, college education, a Christian.

Address "L," Box 262, c/o Printers' Ink, 230 So. Clark St., Chicago, Ill. garded as a means to this end rather than the end itself.

"Do not expect advertising to create such a tremendous demand for your brand that people will rush into the stores and insist on getting your product, thus increasing your customers' stocks to the ratio mentioned above. No advertising will do this.

"But you can use this advertising as a means to help you sell good sized orders to each prospective customer that you call on. That is your job. Your problem, and it is not an easy one, is to build up all your publicity into a personal sales talk that will enable you to sell twice as much of your brand as a customer carries of any other, for if you can increase stocks of your customers to a reasonable degree, your customers will have a greater financial interest in your product than in any other brand and each one will display and push the product just that much more actively, thus materially increasing sales."

The men are taught in this way to build a sales talk that will result in increasing the quantity sold to each customer.

This manufacturer is looking after the human end of merchandising the advertising. Each man knows the need of the advertising, feels that it is something that he has created and knows how to use. Therefore, this manufacturer's advertising is obtaining far greater results each year.

Delicatessen Company Plans Consumer Campaign

Consumer advertising in various parts of the country is contemplated by The Schlorer Delicatessen Company, Philadelphia, for its products, G. F. Stanton, sales manager, informs Printers' Ink. Outdoor and car-card advertising in Philadelphia territory is used at the present time. The company's products include Mrs. Schlorer's Mayonnaise. Olive-Naise, India Relish, Orange Marmalade, etc.

Mineral Water Account for Goode & Berrien

The Saratoga State Waters Corporation, Saratoga Springs, N. Y., bottler of Saratoga mineral water has placed its account with Goode & Berrien, Inc. Newspaper advertising will be used. nd to nd vill

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Just Published

S. Roland Hall's

HANDBOOK OF SALES MANAGEMENT

995 pages, 4½x7, illustrated, \$5.00 nct, postpaid.

Sound
Solid
Brass-tack
Information
for
Everyone
on the
Distribution
End of Business

A practical book describing in detail the sales plans, methods and policies that have increased sales for some of the best-known organizations in America—with dollars-and-cents results of their experience—a book of vital interest to every sales executive in the country.

995 Pages of Practical Plans and Policies

There has never before been a book so packed with sound, solid, brass-tack information as this new Hall book—just off

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Tells How Hundreds Have Handled

New sales policies—economical traveling routes—different types of salesmen—daily reports—expense accounts—women

in selling—contracts—dealer attitudes—advertising—credit—cooperation—and practically every other important detail of sales management.

A Great Meeting of Marketing Minds

The book is one of experience—a meeting of the best marketing minds in the country. Every point made—every plan and method described—every principle and policy—has practicality underlying it with recorded results that justify, or advise agains, its use, as the case may be.

Examine a Copy for 10 Days Free

Get an approval copy of this book and examine it without charge—satisfy yourself about it—the first ten pages alone will convince you that this is a book you want to have around. Just elin and mail your coupon—your e.py's waiting for it.

McGRAW-HILL FREE EXAMINATION COUPON

McGraw-Hill Book Company, Inc., 370 Seventh Avenue, New York

You may send me for 10 days' free examination, Hall's HANDBOOK OF SALES MANAGEMENT, \$5.00 net, postpaid. I agree to remit for the book or to return it postpaid within 10 days of receipt.

Signed......Position....



PACKER @ CLEVELAND

Announcing

J. H. Day, for the past seven years Manager of The Thomas Cusack Company, Akron branch, has been appointed General Sales and Operation Manager of the Harry H. Packer Company's Ohio buildings

POSTER

and

PAINTED DISPLAYS

THE HARRY H. PACKER COMPANY OUT-DOOR ADVERTISING

Members of the Poster Advertising Association Represented in II,000 Cities and Towns in the United States and Canada

A. I. Namm Honors T. P. Comeford

T. P. Comeford

During 1923 A. I. Namm & Son, Inc., Brooklyn department store, spent close to \$700,000 in advertising its merchandise to the public under the direction of Thomas P. Comeford, advertising manager. This expenditure produced the largest volume of business in the company's history.

These facts were told in newspaper advertising to the company's customers in a statement signed with the initials of Benjamin H. Namm, president.

"Advertising is one of the four main branches of the Namm organization," said Mr. Namm. "It ranks next to merchandising in the promotion of sales. It is, in fact, salesmanship written down."

Credit for the splendid results which were obtained from this company's advertising, Mr. Namm, stated, was due to the efficient management of Mr. Comeford. "In recognition of his valued service," Mr. Namm's statement continues "he has been elected to the store's board of directors."

B. S. Brown to Return to New York "Herald"

Burton S. Brown will return to the staff of the New York Herald about February 15 as manager of the auto-mobile advertising department. He has been away for the last year on account of illness.

Dorrance, Sullivan Make Staff Changes

Dorrance, Sullivan & Company, upon the closing of their special service offices at South Bend, and Chicago, are transferring part of the staffs of these offices to New York and Boston. H. F. Murphy, art director at South Bend becomes art director at Boston and G. C. Jefferson, space buyer at South Bend has been transferred to the traffic department of this agency at New York

Sphinx Club to Have "Telephone Night"

A "Telephone Night" will be given by the Sphinx Club at the Waldorf-Astoria, New York, on February 19. J. S. McCulloh, vice-president of the New York Telephone Company will preside. A telephone switchboard demonstration will be given with explanations by officials of the telephone company.

M. J. Newton Joins Alexander Agency

M. J. Newton, formerly with the Charles F. W. Nichols Company and Critchfield & Company, Chicago adver-tising agencies, has joined the Alexan-der Advertising Agency, Inc., Chicago, as production manager.



James A. Young

Some new schedules

from the west: Gainsborough Hairnets Dr. West Toothbrush

Stillman Freckle Cream Bayer's Aspirin

Boncilla Kotex Conn

IN CHICAGO

SCREENLAND is represented by Young and Ward whose intelligent and Ward, whose intelligence and consistent solicitation has brought the advertising lineage in the Western Territory to nearly 4,000 lines monthly, an increase of many hundred percent over the lineage of last year.

Four thousand lines of advertising per issue in SCREENLAND MAGA-ZINE is devoted to merchandise produced, distributed and publicized in the west. A distribution of over forty per cent of our circulation in the territory east of Denver, and west of Pittsburgh, intensifies in the home field the value SCREENLAND as a medium for western business. Two out of every three places where SCREENLAND is sold are drug stores.



Harley L. Ward

Independent Screen Magazine

NEW YORK CHICAGO KANSAS CITY 145 West 57th St. 168 N. Michigan Ave. 1004 Coca-Cola Bldg.

Pace Agency Opens Kansas City Office

The Pace Company, Chicago advertising agency, has opened a Kansas City office, which will be managed by Guy Robertson, formerly with the Smith-Grieves Printing Co., Kansas City. The new office has recently been appointed to represent the City Ice Co., the North Kansas City Development Company and the Kansas City Cold Storage Co., all of Kansas City.

The Marshall Ilsley Bank, Milwaukee; the Bear-Stewart Co., Chicago:

of Kansas City.

The Marshall Ilsley Bank, Milwaukee; the Bear-Stewart Co., Chicago;
Hodge, Nicholson & Jamme, Chicago,
and the country promotion department
of the Commercial Savings Bank &
Trust Co., Toledo, have all placed their
accounts with the Chicago office of The Pace Company.

Richard E. Queen is Dead

Richard E. Queen is Dead
Richard E. Queen, San Francisco
capitalist and former president of the
California Fig Syrup Company, which
was later purchased by the Sterling
Products Company of Cincinnati, died
at the age of seventy, January 26, in
Cairo, Egypt, while on a tour around
the world.

Mr. Queen, while head of the California Fig Syrup Company, was a national
advertiser, and was very well known for
the hospitality and entertainment he offerred visiting publication representatives

fered visiting publication representatives during their stay in San Francisco. He was active in civic and philanthropical

matters until his death.

Wm. H. Rankin Transfers R. C. Nelson

Roy C. Nelson, for the last fifteen years in charge of the production department of the Chicago office of the Wm. H. Rankin Company, advertising agency, has been appointed production manager of the New York office.

John W. Donaldson, formerly with The H. K. McCann Company, has joined the merchandising department of the Wm. H. Rankin Company.

Wm. R. Warner Buys Stacomb

The Wm. R. Warner Company, New York, has purchased the Standard Lab-oratories, of Los Angeles, manufac-turer of Stacomb.

The business will be continued under the name of the Standard Laboratories by the Warner company which also is the parent company of Dr. Earl S. Sloan's liniment, and the Bauer Chem-ical Company, maker of Formamint.

H. S. Bishop Returns to Lord & Thomas

Harry S. Bishop, until recently with the Pacific Coast office of the Curtis Publishing Company, has become asso-ciated with the Los Angeles office of Lord & Thomas. He was previously a member of the staff of Lord & Thomas for fifteen years, resigning in 1909

Supreme in all Provinces of Canada

HARDWARE AND METAL invariably leads the discussion of every question that is of interest to the Canadian Hardware trade.

HARDWARE AND METAL'S educational work in promoting better merchandising is unique in its field,—just two of the many reasons why HARDWARE AND METAL is supreme from coast to coast.

HARDWARE AND METAL has been published every Saturday for the past 35 years. Write for sample copy. Member A. B. C. and A. B. P.

Mardware - M

Canada's National Hardware Weekly Since 1888

143-153 University Ave., Toronto, Canada



Where Beauty is more than skin deep

Porcelain enamel signs made by the Baltimore Enamel and Novelty Company are developed on a formula which has been time-tested for more than a decade.

One important step in this highly specialized process is the "pickling" or cleaning operation.

Before any enamel whatever is applied, the steel plates are bathed in hot acids and water.

The beauty of porcelain enamel signs is therefore more than "skin deep"—it is the natural result of perfect cleanliness and purity in manufacture, and it is this purity that explains their permanence.

NEW YORK OFFICE 200 FIFTH AVENUE



PLANT

THE 189

BALTIMORE ENAMEL

UNIQUE, PLUS! EXCLUSIVE, PLUS!

"Adapt-Style" Mailers

for the high class direct mail message

"Adapt-Style" mailers are the perfect vehicle for the high class direct mail message: simple, adaptable, complete. Entirely out of the ordinary, most distinctive in appearance, they offer advantages for effects and economies not possible in any other single mailing piece:

Adaptable to any style and plan of direct mail campaign

Made in any size required by copy and illustrations Self-enclosed, self-locking; no clips, no stickers, no envelopes, no sealing

Carry any enclosures any envelope will carry Look like first class mail; require only one cent postage

Very simple in character; inexpensive Printed exclusively for high class advertisers

Interesting combinations such as letterhead, broadside and window poster can be worked out on the "Adapt-Style" mailers; and additional advertising value can be gained by using them as jackets for booklets, etc., and in smaller sizes, for dealer window displays. In short, there is hardly anything in the way of direct mail that cannot be done with the "Adapt-Style" mailers—with better effect—at less cost—in a more exclusive way.

Further information on request

Lobell, Priestman Company

Sole and Exclusive Printers of "Adapt-Style" Mailers

37 West Van Buren Street . . Chicago

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The and in house 1923 larges repres 23.30

Merchandising Measures That Help Dealers

"Selling Measures That Make for Healthy Magazine Advertising" were discussed by J. K. Fraser, president of The Blackman Company, Inc., at a meeting of the Representatives Club of New York on February 4.

W. N. Phillips, president of the club, introduced Mr. Fraser, who illustrated his talk with a display of dealer help material. He said that a proper selling background was necessary to annount

material. He said that a proper selling background was necessary to support magazine advertising. This was not obtained by showing the dealer a portfolio of the advertising which the manufacturer planned to run, as this emphasized only the advertiser's own objective to the dealer.

tive to the dealer.

It is much more important, he pointed out, to consider the dealer's viewpoint, which is to move the merchandise in his store. Any assistance which is given to him in moving goods out from his store wins his good-will and enthusiastic support. The dealer, Mr. Fraser explained, should not be expected to sell one product against the merits of another, but his sales problems should be analyzed and a plan developed which will help him overcome them. The advertising copy of the manufacturer should become a part of the campaign to remove these difficulties.

Death of C. F. Connor

Charles Francis Connor, one of the pioneer advertising men of Kansas City, Mo., died in that city on January 24. He was seventy-three years old.

Mr. Connor, known to his friends as "Cap" Connor, was born in New York City where he was graduated from Columbia law school. After practicing there for a time, he went to Kansas City in 1884 where he became identified with the Gunning Advertising System, which was later merged with the Thomas Cusack Co. He was connected with Cusack Co. He was connected with the Mullins Advertising Agency at the time of his death.

H. L. Hornberger, Manager of "Motor Life"

Henry L. Hornberger has been appointed general manager of Motor Life, Chicago. Mr. Hornberger was formerly business manager of the "Chilton Automobile Directory." He also has been vice-president and sales manager of the Globe Rubber Tire Company, Trenton, N. J., and one time was with the Chicago office of George Batten Company, Inc.

Hartman Corporation Has Record Year

The Hartman Corporation, mail-order and retail stores, selling furniture and household goods, reports net sales for 1923 of \$18,040,666. This is the largest year in the company's history, representing an increase over 1922 of 23.30 per cent.

MIRAGE MIRROR (Type "B")

An Advertising Display

NEW! NOVEL! UNIQUE!

priced.

It compels interest instantly changeable from printed matter to the actual merchandise. Very moderately

IERE, Inc. 805 Lexington Avenue Brooklyn, N.Y.

Phones Bushwick | 0212

Assistant to=

Advertising Manager or Agency Executive

YEARS' experience in newspaper, agency and advertising department work.

Production manager, solicitor, copy writer, office manager, executive assistant.

Thoroughly familiar with agency and advertising routine, I can relieve a busy executive of burdensome details, and assist him in the planning and preparation of advertising and sales ma-

Now employed, but immediately available. Salary \$3,000.

A.M.H.

Box 247, Mount Vernon, N.Y.

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Int

Manager of National Organizations here and abroad seeks new conquests!

ENERGETIC Sales Director with ten years' successful sales campaigning, seeks new conquest where the task is a big man's job.

He has directed sales for three of the largest national organizations in this country and his record is such that he can go back with any of them any time.

M a n u f a c turer with ambition to build sales and discover new market for his product will find that this man can present facts and plans that are constructive.

Address "F," Box 259, Printers' Ink

The Rhythm of the Campaign

(Continued from page 8) is your family going to spend tomorrow?" ought to produce many a sale.

The national newspaper advertising of automobiles if massed on Saturday would produce an urge well-nigh irresistible, and I named Friday for the banks because Saturday is the popular payday.

As a further example, suppose we glance for a moment at what rhythm might do for a line of business which has recently made greater progress than most trades. This business a few years ago almost unknown in the annals of advertising. Now it has to its credit the best advertising slogan of recent years. refer to the florists and to their shibboleth: "Say it with Flowers." Suppose the florists were to agree on a campaign in the daily newspapers, having a weekly rhythm. I should select Wednesday as the best day for them because that is the half-way point between Sun-day past and Sunday to come. By that time in the week the individual is looking hopefully forward to a little respite from his daily grind. The writing of the copy for this series of fiftytwo advertisements would be a pure delight. For as we examine the matter we speedily discover that every Wednesday in the year Each Wednesday is different. has its own characteristics which are forecast by the sun. The copy would almost write itself. Next Wednesday might be begonia week. The advertising of the local florists would inevitably soon be reinforced by national advertising on the part of the growers of the best begonias. The following week might be nar-cissus. The ratio between the cost of a flower and the pleasure it will give in a home is as a penny or two to a dollar. But the point of importance here of course has to do with whether the regular Wednesday advertising of flowers would not hammer into the buy-

Announcement

NATHAN H. SEIDMAN

who recently resigned the presidency of the American Association of Foreign Language Newspapers

has formed a corporation

THE INTER-RACIAL PRESS OF AMERICA, INC.

THE INTER-RACIAL PRESS OF AMERICA, INC. has been organized for the purpose of rendering the highest type of service to advertisers and agencies in the cultivation of the foreign language market of America. Advertisers and agency executives throughout the country are familiar with Mr. Seidman's qualifications. It is conceded everywhere that he rendered notable service in developing a better appreciation of the foreign language press as an advertising medium. His book, which was recently published under the title "THE FOREIGN LANGUAGE MARKET IN AMERICA" has been hailed everywhere as the greatest contribution that has ever been made towards a better understanding of this enormous market.

THE INTER-RACIAL PRESS OF AMERICA, INC., is an organization of superlative merit, one that will command the confidence and respect of every agency and advertiser in the country.

Associated with Mr. Seidman, as vicepresident of the corporation will be

DR. HARRISON H. WHEATON

distinguished economist and formerly executive manager of the State Savings Bank Association of the State of New York, and Director of Americanization by appointment of Secretary of the Interior Franklin K. Lane.

The Inter-Racial Press of America, Inc.

NATHAN H. SEIDMAN

HARRISON H. WHEATON

1463 Broadway, New York City

Telephone Bryant 7051

Sales Manager

now holding an important executive position with one of the world's largest manufacturers will consider a proposition from manufacturers, or distributors, who wish to materially increase their sales.

The advertiser has a proven record of over 25 years in successful selling instructing and sales management. This experience covers Specialty lines and Merchandise, both wholesale and retail.

He is in position to add to any sales force a few of the most successful salesmen in the country.

If you are interested in securing the services of a man of this calibre, unquestionable references and details will be furnished.

Address "Salesmanager"

Care Old Colony Club

Walderf-Asteria New York City

Manufacturers Attention

Are you interested in securing the services of a Man who knows SALES PROMOTION from the Manufacturer to the ultimate consumer.

Who has the entrée to the executives of the Wholesale Drug Jobbing, Department and Chain, Store organizations of the United States and Canada.

Here is an investment that will bring results.

This man is now connected with one of America's leading National Advertisers.

Address "R," Box 266, Printers' Ink ing consciousness of the public what would be a commendable buying habit.

In conclusion may I say that a complete balance in the practice of advertising will rest upon sound analysis. We must get away from the thousand and one contradictory statements. We must forego: "This is so, because I think it is so," We must have measurements that are easily applied by anyone and which when tabulated yield a clear light on the problem.

In the five Major Measurements I have proposed, it seems to me the vital factors are definitely determined. Normally the environment in each problem will present no insurmountable difficulty. Of course there are many things lying beyond immediate activity. Turning points arise with each succeeding study. But the flow of advertising, viewed as a source of power, remains constant.

Bank Advertises New Service

The Lowry Bank & Trust Company of Atlanta, Ga., recently used newspaper space directed "To the Retail Tobacco Dealers of Atlanta." The copy stated that in accordance with its policy of serving the business men of Atlanta, the bank had made arrangements to sell at a certain window the tax stamps made necessary by a new State law imposing a 10 per cent tax on cigars, cigarettes and tobaccos.

J. J. Lutge Joins

San Francisco Agency
John J. Lutge has joined Emil Brisacher and Staff, San Francisco, advertising agency. as chief of their copy
department. He was formerly with the
New York Evensing Mail and for the last
two years has conducted an advertising
business of his own with offices at
New York and San Francisco.

Altorfer Bros. Advance J. L. White

J. L. White has been appointed assistant sales manager of the Altorfer Bros. Company, Peoria, Ill., manufacturer of ABC washing and ironing machines. Mr. White has been a district representative of the company for several years.

The Electric Auto-Lite Company, Toledo, O., reports gross sales of \$14,523,616 for 1923 as against \$12,-331,795 for 1922. Net income for 1923, after all charges was \$2,517,800.

can you sell advertising space?

A publisher of nationally known periodicals desires contact with a successful advertising salesman of proven ability and experience.

The right man for this position will be between 30 and 45; of good education and physical presence. He will be familiar with the farm paper field; has sold color pages to national advertisers and knows his way among the agencies.

Above all, he must have the ability and the poise to inspire and energize a small, select group of salesmen who will be under his direction.

The immediate salary will be satisfactory, the future will be as big as the man.

Write in strict confidence, stating age, earning capacity, and why you think you are the man. Address "J," Box 260, PRINTERS' INK.

Population 69,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch Afternoon Paper, Sells for 2 cents Averages nearly 2 pages of want advertisements



Sweater News
Knitted Outerwear
NEW YORK

PRINTERS' INK

A YOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, Douglas Taylon, Manager. Atlanta Office: 704 Walton Building, Ggo. M. Kohn, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M. C. Mogensen, Manager. Canadian Office: Lumsden Bldg., Toronto, H. M. Tanpy, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.
Advertising rates: Page, \$100: half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified \$5 cents a line, Minimum order \$2.75.

Jassined 35 cents a line, Minimum order 22.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

C. B. Larrabee Bernard A. Grimes
E. B. Weiss Ralph Rockafellow

Chicago: G. A. Nichols D. M. Hubbard London: Thomas Russell

NEW YORK, FEBRUARY 7, 1924

Advertise A report in last week's PRINTERS' Definitely. INK told of an in-Specifically vestigation which and Exactly the National Vigilance Committee has made into the conditions as they exist in the industry. "So-called mattress manufacturers have camouflaged waste, shoddy, and dump refuse by means of art tickings, creother tonnes and attractive covers," is the gist of the investigation.

We don't believe that the section of the mattress industry that is responsible for this mess can justify itself, and in time we believe it will thank the National Vigilance Committee for having cleaned out its Augean stables. As a rule when an industry becomes caught in a net of unwholesome trade evils, it is powerless to help itself. It is held down by competition. Competition can be a degrading influence as well as

an uplifting influence. When a business is held down in this way, it requires some outside power to lift it up, such as the Vigilance Committee or the Federal Trade Commission.

after all charges was \$2.517.800.

If the truth were known we think it would be found that price competition is responsible for the remarkable situation in the mattress business that the Vigilance Committee has unearthed. We good mattress is expensive. believe that the manufacturers of high-grade mattresses have not sufficiently dinned this fact into the ears of the buying public. To verify this statement, spend a few hours in the mattress department of any good furniture store. The comments of the customers will be surprising. When told that a good hair mattress costs from \$40 upward, naturally almost every purchaser will say that he can buy the mattress elsewhere for half this amount, and of course he can.

But, all mattresses are not alike, as the Vigilance Committee so well proved. It is the same old story. People must be taught that there is a necessary long price range in every line between the lowest quality and the highest quality.

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We think that stores often responsible for the public's lack of appreciation of quality. Retailers, with their constant emphasis on bargains, get people thinking of price instead of quality. Stores advertise beds as costing so and so much. This, of course, means just the bed and does not include mattress spring. Many persons naturally get the concept of a complete bed in their minds when they see the word "bed" advertised. good daybed, for instance, can be bought for \$30. A good spring for it will cost \$40, and a good hair mattress about \$45. the spring and mattress together cost nearly three times as much the bed itself. Advertising should make the public understand this.

In advertising to the public, we cannot take everything for granted. We must always be specific and definite almost to the point of triteness.

Prospects
added 4,000 dealer-customers to its books last year. At the annual stockholders' meeting a few days ago, one of the stockholders asked why, with this great number of added dealers, the company had sold no more merchandise than it had with half the number of dealers.

In the discussion which followed it was decided that with the smaller number of dealers, intense cultivation, increased sales efficiency and better resale plans had made up the volume. In the hurry and bustle of getting a lot of new customers, some of the old customers had been neglected.

It was decided that some of the least desirable dealers should be dropped and that any future increase in outlets would be made only in step with logical developments. The mistake of neglecting old customers in the excitement of getting new ones was the thing to be avoided.

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It is a common fault for salesmen to want more territory and more prospects than is good for them; to prefer always to take on a large list of possible customers instead of giving better service and securing more business from the ones they already have. The prospect file gets far more attention in many organizations than the customer list.

Letting customers shift for themselves, while all the selling effort is expended toward getting more names on the books, is poor business policy.

In this very human tendency lies part of the blame for the high cost of selling. Rival salesmen are continually spending time, money and energy in trying to steal a customer from another man when, with less expenditure and energy and a little more real service-salesmanship, they could secure a far larger amount of business from a customer who has already bought goods from them.

There is a happy medium between the man who is afraid to tackle new territory, but depends almost entirely on his own friends. and the man who is continually shouting for new green fields to conquer.

Gives Ideas
Currency
of Printers' Ink we suggested that advertisers who are troubled with seasonal difficulties could find a helpful lesson in the flower

business. The thought is worth elabora-There was a time not long ago when the demand for flowers was largely confined to church occasions. Sickness, funerals. weddings, and the courting that preceded weddings were about the only events that brought business to the flower dealer. But today there are a dozen occasions for flowers, where only one existed a few years ago. Anniversaries. birthdays, holidays, St. Valentine's Day, Mother's Day, week-ends and numerous other events are suitable occasions for flowers.

Certain flowers have been especially appropriated by certain days, such as the poinsettia for Christmas, the red rose for St. Valentine's Day, the lily for Easter, the carnation for Mother's Day and the chrysanthemum for the football game.

Advertisers who are troubled with a short-selling season will be interested in learning that such ideas, promoted through advertising, have made flower selling a year-round business. Someone suggests flowers for a certain purpose. The idea spreads and presently a big business develops from that one use. For instance, flowers are now used by everybody in entertaining. This brings the florist a regular business. The other day a photograph of the opening of the New Jersey State Assembly showed a basket of flowers on almost every assemblyman's desk. The politician of twenty-five years ago never would have dreamed of this development. Many business men leave standing orders with a florist to have a vase of fresh flowers kept on their desks all the time. This is another use that is spreading.

Hotels have become enormous users of flowers. You will see more bon voyage boxes of flowers being put on board a trans-Atlantic liner than the old-time florist would sell in two months.

The late Charles Thorley became a millionaire by reason of his ingenuity in creating flower vogues. It was Thorley who sent out the violet on a wave of popularity. The business in this country on violets alone is now upward of \$500,000 annually. In an article in the New York Times a short time before his death, Mr. Thorley said New York alone spends \$750,000 annually for orchids. Greater New York, he said, has a total yearly flower bill of \$12,000,000.

Only last year Mr. Thorley started the dove vogue. He saw a flock of doves light on a roof one day and immediately sensed the demand that would come for a white dove in a flower-decorated cage, to be sent as a means of settling a quarrel or as a harbinger of good-will.

Ideas have built the flower business. That marvelous advertising slogan, "Say It with Fowers," has done much to give currency to these ideas.

New Trend to
Old Jobbing
Relations
Tributing centres have convinced
H. A. Haring that a fundamental change in jobbing relations is

taking place. In Printers' Ink Monthly for February he points out that while each jobber interviewed appears to think that he alone has discovered a new basis for dealing with manufacturers and customers, the similarity of their conclusions indicates a marked change in methods. As the jobbing trade grew from the days when each house represented one particular manufacturer, lines were increased. Each jobber catalogued competing lines, sought volume of business, maintained impersonal relations with manufacturers, adopted turnover as his watchword, and urged his salesmen to put order-taking footwork ahead of salesmanship.

Every jobber carried every-Price-cutting came thing. Retailers jumped from one jobber to another. Parallel lines led to overstocking. Now, says Mr. Haring, the reaction has set in. Jobbers are determined to reduce parallel lines and curtail inventories. The jobber wants to retain one best brand. He wants to push and establish one make of goods. He is demanding exclusive representation. He is starting to rate his salesmen not so much on how many calls they make and what volume of orders they receive as on the profits he earns from each salesman's accounts.

Cheap goods sold only on a price basis represent volume but not profit. The jobber feels that he can revive real salesmanship among his force if both he and his men have an adequate incentive. He does not have this incentive without exclusive representation. This demand for a reversion to earlier methods is coming from jobbers in a number of divergent lines.

This reversion may go all the way back to the old New England "100 per cent agreements" by which the manufacturer agreed to sell to no other jobber, and the jobber stocked no parallel merchandise, but Mr. Haring points out that there is a decided new trend toward the old method.

Many will agree with the author's conclusions as outlined in detail in *Printers' Ink Monthly*. But his article, based upon personal investigation, offers food for thought to all manufacturers who distribute through jobbers.

Du Pont Earnings and Sales Increase

E. I. du Pont de Nemours & Company, Wilmington, Del., reports net sales of \$94,069,319 for 1923, as against \$71,956,448 in 1922. Net income after interest, etc., was \$17,346,221 as compared with \$9,445,751 in the previous year.

At the close of 1923 there were 12,037 stockholders of whom 3,028 were employees, in comparison to 3,840 rotal stockholders and 1,122 employee stockholders in 1915.

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HE Anheuser-Busch A and Eagle stands as a symbol of leadership in 14 separate markets, and identifies 14 widely different products, including:

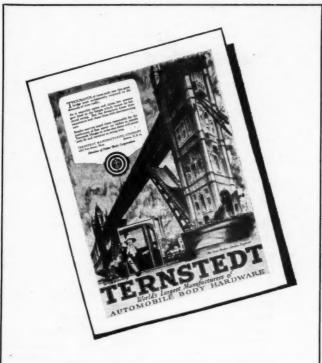
BUDWEISER GRAPE BOUQUET A-B GINGER ALE Bevo MALT-NUTRINE BAKERS' MALT EXTRACT AUTOMOBILE BODIES COMMERCIAL ALCOHOL COMMERCIAL TRUCK CORN PRODUCTS

GLUCOSE GLASS BOTTLES STOCK FEEDS REFRIGERATOR TRUCK BODIES BODIES

In serving Anheuser-Busch, we serve the largest industry of its kind in the world—with branches and distributors in practically every city in the United States.



D'ARCY ADVERTISING COMPANY ST. LOUIS



Ternstedt Manufacturing Co. individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY

NAME	TITLE	WEEKLY	MONTHLY
D. E. Humphrey	Sales Manager	Yes	Yes
R. M. Miller	Advertising Manager	p 66	44
J. H. McPhail, Jr.	Assistant Sales Manager	44	66
Jno. Braffett	Sales Engineer	44	64

Information furnished by the Ternstedt Manufacturing Co.

Letters from readers of Printers' Ink and Printers' Ink Monthly

O. W. Richardson & Company PRINTERS' INK MONTHLY is covering the field in a very broad manner.

L. S. TIFFANY, President and Treasurer.

J. I. Case Threshing Machine Company

I have always taken much personal interest in PRINTERS' INK and have got a lot out of it.

E. J. GITTINS, Vice-President, Charge of Sales.

"Tyne Brand" Products

I'd like to say how much I enjoy your excellent journal. I find it wonderfully interesting. Nearly every issue reaching me contains something which can be turned to good account.

A. W. BARNES, Sales Manager.

Wollensak Optical Co.

PRINTERS' INK and PRINTERS'
INK MONTHLY are to my mind
the most worth while publications in the advertising field,
and I would not be without
either of them.

M. C. WILLIAMSON,
Advertising Manager.

Whiting & Cook, Inc.

The writer certainly has found PRINTERS' INK MONTHLY both interesting and valuable, and is heartily in accord with your editorial policy as reflected in the splendid variety of useful articles appearing in every issue. We would not want your articles confined to any particular portion of the advertising and selling field, for covering the entire field as you do, your articles often suggest ideas from totally different spheres of activity which may be adapted to our particular problems.

WM. B. REMINGTON, Sales Manager. Capital Advertising Co. of New York

I read PRINTERS' INK every week from Ayer to the Tribune. More exactly, I go over every inch of it-articles, editorials, fillers, advertisements-to find out what I should read. unique value of PRINTERS' INK, not to detract one whit from its editorial excellence, lies in the fact that it is the newspaper and commentator in the field in which I do business. I try not to overlook anything that it reports. The very item which will most interest me may be located on page one-hundred-and-soand so, inside column, bottom of the page.

CHAS. J. CUTAJAR, President.

Racine Horseshoe Tire Co.

We take regularly three copies of PRINTERS' INK and one copy of PRINTERS' INK MONTHLY. One of these copies is addressed to L. H. Shepherd, sales manager, personally. The other two subscriptions are carried in the name of the Racine Horseshoe Tire Company, so that when some officer of the company happens to be away on business there will be no delay in opening the magazine and starting it in circulation around the office. I have read Printers' INK religiously for fifteen years, and would not undertake to keep house without it.

PRINTERS' INK is regularly

PRINTERS' INK is regularly read by the president, secretary and general sales manager of the Racine Horseshoe Tire Company and by all six employees in the sales office. If there were any more of us there would be more readers. And we all had the PRINTERS' INK habit without having to acquire it from our advertising agency.

JAMES C. LAWRENCE,
President.

The Little Schoolmaster's Classroom

THE question is often asked:
"Once grist has been through
the mill, can it be passed through
again with profit? The advertisement which has proved its worth
is usually put aside and new copy
run the next week, the next month.
Why then, having shown its efficiency, should it be allowed to
pass into the limbo of forgotten
things?"

Why, indeed?

One advertiser, known to the Schoolmaster, has just satisfied

himself on this score.

There came a time when insertions were scheduled, but the copy submitted was not acceptable for one reason or another. And, all the while, the wires were busy. Something had to be done at once.

The advertiser, in a corner, called for his bound volume of advertising of the past. He looked through this book, with its many proofs, and finally came upon one page display which had made a pronounced success, when run two

years before.

With a few revisions of text, it was run in the regular schedule of publications, exactly as if it had been an entirely new piece of copy. The illustrations were identical. Save for a word or two here and there, the reading matter was the same. And it repeated its former success as a business-getter. It did more than that—it beat the record of the past six months of current advertising.

Does this answer any sort of a question?

A Western iconoclast of the Henry Mencken type has come out with a cleverly worded, yet somewhat intemperate, attack upon the Christmas season, which he calls "the most stupendous merchandising scheme ever invented by mankind." The Schoolmaster is not prepared to indorse this view. although he will have to admit his bank account was rather a sickly affair after he got through

paying the bills that greeted him early on the morning of January 2, January 1 being a holiday.

Even though we may keep clear away from the sentimental side of the proposition—and life would be a drab thing after all if it were not for events such as Christmas that appeal to the emotions—there is little reason for attacking Christmas because of its admitted power as a business stimulant. Whatever helps business helps all of us. The Schoolmaster therefore is ready to place his okay on Christmas as an institution, the business angle and all. He feels confident, this being so, that the Class will bear with him while he points out what to him are two flagrant faults in the merchandising part of Christmas.

One is the use of "Xmas" in

holiday advertising.

The other is the heart-breaking desolation that is wrought in the forests of the country every year to provide Christmas trees.

The one is a sloppy offense against good taste. The other is an example of the devastating wastefulness with which the American people seem to be af-

flicted.

The Schoolmaster probably would not try to inflict these two pet peeves of his upon the Class were it not for some glad news that comes out of Detroit. John W. Chandler, secretary of the Retail Merchants' Association of Detroit, reports that the association's letter campaign late last fall against "Xmas" in advertising not only caused the word to be rarely seen during the season just closed but has brought a flood of commendatory letters indorsing the effort. The association simply wrote to advertisers in that section asking them to spell out Christmas every time they mentioned it in print. The response was substantially 100 per cent, and the Detroit people feel the same results would be gained if the

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Put Flexlume Signs On Your Payroll

FLEXLUME ELECTRIC SIGNS on your dealers' store-fronts are the least expensive salesmen you can hire. Day and night they call attention to your product in the most striking way; in the day time raised, snow-white characters, solid letters of light at night. All they ask is their keep—a few cents a day for current and maintenance.

Flexlume Signs are not costly. Where bought in quantities the cost is surprisingly low. Scores of the largest advertisers of the country are using them to "tie" their national campaigns right to the dealers' doors. You can do the same with profit.

Let us send you a sketch showing your trademark in the form of a Flexiume Sign and give you an estimate of cost in whatever quantity you could use.

FLEXLUME CORPORATION
1040 Military Road BUFFALO, N.Y.



EVENING MERALD

Los Angeles, Calif.

Gained 21,696

Daily Average Circulation

Government Statement, Six Months Ending Sept. 30, 1922, Daily. Six Months End-145,953 Daily. Six Months Ending Sept. 30, 1923, 167,649 Daily. Increase in Daily Average Circulation, 21,696.

It Covers the Field Completely

REPRESENTATIVES:

Francisco, Calif.

H. W. Moloney, 604 Times Bidg., New York G. Logan Payne Co., 401 Tower Bidg., 6 North Michigan Ave., Chicago. A. J. Norris Hill, 710 Hearst Bidg., San

A Letter Writer to Handle Your Correspondence

This advertisement will interest the executive who is swamped with correspondence too important to delegate to a dence too important to delegate to a private secretary. Long experience in various lines has proven that after a careful study and analysis of your business, its policies, and your methods, I can write your letters as you would do. Not a stenographer, nor a private secre-tary; I'm just a letter writer who can handle that job. My success with sales letters, my ability to grasp details; and my unblemished record convince me that If can handle your letters. A future is more desirable than immediate returns.

Address "C," Box 257, Printers' Ink

W. I. HUGHES

Circulation & Promotion Service

Circulation Consul also

Circulation Departments Organized and Supervised

Subscription and Newsstand Campaigns Prepared and Carried Out

> 1808 Tribune Building Beekman 4987

Lumber Manufacturers, Woodworking Plants and Building Material Dealers use the

CHICAGO

Est. 1873

similar movement was started last year in Davenport, Ia., but the Schoolmaster has not heard of the results of the campaign. There is other cheering news

move could be made national. A

emanating from the automobile capital: The city council of Detroit, has before it an ordinance prohibiting the use of Christmas trees other than the artificial kind.

Perhaps the Schoolmaster applauds these two moves because they coincide so nicely with his own opinions. It is human nature for a person to think anyone is wise who does things as he would do them. But really now, wouldn't the universal acceptance of these two principles do a great deal toward giving the enemies of Christmas much less to complain about?

In a recent morning's mail, the Schoolmaster found a dealer advertising and sales service book which was obviously written by someone intimately acquainted with the retailer and his needs. The brochure was compiled by the Geo. D. Roper Corporation, stove manufacturer of Rockford, Ill. Its purpose is to aid retailers in increasing sales.

That is not a novel objective. But it is not always achieved. Roper has come as close as any to turning the trick. And for a number of reasons.

One is that the book was not prepared by a theorist. It is based on the company's contact with the best retail stove merchandisers for the last thirty-eight years. Second, the book does not pose as an infallible authority. Instead. adopts an attitude of becoming modesty. Third, and most important; every effort is made to present the information so that it is conveniently available.

For instance, instead of confining the advertisement suggestions to complete pieces of copy, the company prints a number of paragraphs which the dealer can play with. Special suggestions are of-fered for the dealer selling in natural gas districts. Then there are paragraphs that may be used

during different holidays.

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Philadelphia Preferred!

If you are looking for a partner, associate or executive with considerable capital and demonstrated ability in financial, publishing and advertising agency fields, and have an opportunity or arrangement in mind which would net him \$12,000 to \$15,000 a year with an interest in the business and plenty of chance for growth ahead, write fully and in confidence, or suggest a time and place for an appointment to

Address "P. A.," Box 265, care of Printers' Ink.

WE WANT AT LEAST ONE MORE **Assistant Art Director*

But please follow these suggestions:

- I Send to our office some examples of your best work with a note describing your experience and naming the salary you want and receive.
- Address the package to W. A. Cole, Manager of Art and Production.
- 3 Do not ask for a personal interview just now.

Chase who seem to meet our requirements will have an ample opportunity to talk it over a little later.

BARTON, DURSTINE & OSBORN, Inc. 383 Madison Avenue, New York City

Persuasive, Creative COPY WRITER

and mail-order letter opportunities. Newspaper reportorial and agency copy writing experience. Have written and am now writing Copy and Letters of TESTED WORTH. Good Judgment, Clean Habits, Forceful Pen. American, Protestant, age 31, unarried. Agency connection or assistant to advertising manager of progressive manufacturing concern, type of position desired. Thoroughly capable. Best of references. Will go anywhere in the United States for the Right Job.

SPECIAL REPRESENTATIVES WANTED

in Chicago, Detroit, Cleveland, Philadelphia and Boston by an old-established class publication of New York.

Would consider turning New York representation over to firm which also maintains offices in cities above named.

Address

709 City Hall Station New York City

Advertising Writer

Experienced in retail merchandise publicity for editorial staff of store magazine publishers. Ability to write forceful copy a requisite; merchandising experience and some knowledge of layout, typography and art an asset. Promising future with rapidly expanding, progressive organization.

Address
"N," Box 264, Printers' Ink,
230 S. Clark St., Chicago, Ill.

BINDERS FOR PRINTERS' INK \$1.00 Each Postpåid

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold. Sold at cost price for our subscribers'

Printers' Ink Publishing Company 185 Madison Ave., New York Another part of the book has a numbered list of headings, sub-heads and unit paragraphs. With this to aid him, a dealer can make up his advertising to fit any space desired by simply moving around the headings, subheads and unit paragraphs like checkers on a board until the desired combination is achieved.

Still another section supplies ideas for window displays. For example, there is the following suggestion: "A tea-kettle suspended twenty-five to thirty inches above a Roper Top Burner. Water is boiling in the kettle, and steam shooting from the spout. A card reads: "Watch the Kettle Boil."

Finally there is a list of twentyfive sales arguments to be used in selling Roper ranges. Each argument is given in a sentence or two.

The book runs to only thirtytwo pages. Everything is boiled down. There is no attempt at fancy writing. Yet the story is told and there is every chance that the information will be absorbed.

Complaints are about as welcome to some business men as a case of smallpox in a boarding-school. Certainly few businesses openly solicit complaints or advertise for them. Yet that is exactly what the Wayside Gardens Co., of Mentor, Ohio, is doing. In February publications it advertises in generous space under the caption, "To Our Customers," and this is what it says:

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"During the fall of 1923 we shipped nearly 2,000,000 Hardy Perennial Plants, and several hundred thousand Dutch bulbs. A large addition to our list of customers causes us to feel that we are progressing.

"But the one great question before us is: Has service rendered been satisfactory?

"Has the quality of the plants we shipped been everything you expected?

"We should esteem it a favor if customers will write us frankly and freely if there have been shortcomings. e

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Do Your Display Cartons Slow Down Production?

Many display cartons are hard to set up—complicated, slow. We have the answer to this problem: a box not only attractive as a display proposition, but exceedingly practical as a production proposition—easy to set up, simple, rapid.

Ask Us About It

STANDARD PAPER COMPANY

Folding Paper Boxes
Kalamazoo, Michigan

Do You Know? "Cost of Doing Business" "Cost of Product" "Profit"

On Every Dollar of Business You Do

If you do not, you are losing money and do not know it. A simple, easy, correct and right way to know. Explains and makes plain every point and detail from any and every angle, and if you do not know and apply exactly the three fractional parts and understand the true relationship they bear to the whole unit of right business, you do not know the right system of doing business and do not know

What Percent Is Profit; What Percent Is Cost of Doing Business; What Percent Is Cost of Goods.

The U. S. Trade Commission, Washington, says: "There are over 300,000 manufacturers in the U. S., and only 1 in every 10 knows how to figure—overhead, separate from the cost of what they manufacture." Just think of it! Only 30,000 know how much the cost of overhead is and what percent profit they make on what they manufacture, and the other 270,000 don't know.

There are over 2,000,000 different business concerns in the U. S.—retailers, wholesalers and jobbers—buying and selling merchandise; and not 2 in every 75 know how much percent cost of doing business is, on every dollar of business they do, with a sure percent of profit on every dollar of business they do.

For the largest or smallest retailer, wholesaler or manufacturer. Pamphlet postpaid on receipt of 50 cents, coin, check, or money order, no stamps accepted; if not satisfied, return and money shall be refunded. R. J. H. Smith, Dept. P. I., 12 Miller Building, Cincinnati, Ohio.

A LONG ESTABLISHED COMPANY

needs an executive for the position of sales manager in a subsidiary company which will manufacture and sell a new toilet preparation. He starts from scratch to build the sales organization that is needed. He must be a clear thinker, an organizer, a gentile and a diplomat. State fully your education, experience, salary ideas and all other necessary information in replying. Address "G.," Box 118. Printers' Ink.

PRINTING PRODUCTION MAN

available for advertiser, agency or printer; age 32, Gentile, college graduate with practical experience; served as purchasing agent and assistant shop superintendent; recently participated in typography campaign of manufacturer serving printers and advertisers, knows technical details; can plan and supervise to secure a complete product. Address "S," Box 267. care of Printers' Ink, 230' South Clark Street, Chicago, Ill.

MULTIGRAPH RIBBONS

Our process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Gend 2 Ribbons to be Ro-Inked at our expense
W. SCOTT INGRAM, Inc.
Dept. B, 67 West Broadway, New York City

STEREOTYPES and MATS

that are sharp, and stand up. Producing good printing. A trial order will convince.

Prices on Request

Guaranteed Stereotype Co.

121 Opera Place Cincinnati, O.

PEP BULLETINS

FOR SALESMEN
With Your Firm Name Imprinted
JOHN J. LUTGE & STAFF
Claus Spreckels Bidg: San Francisco

"February is our quietest month, therefore write now, so that we may be able to give you undivided attention. Our spring rush usually starts early in March."

That is one of the cleverest ideas the Schoolmaster has seen in a long while. What better way to occupy a quiet season in a business than to see if the customers served during the previous busy season are satisfied? The idea of advertising to them to ask them if they are satisfied is good. Time and again the Schoolmaster has said that the majority of persons are timid about making complaints. They will pout over a bad bargain and tell their neighbors about it, but they will not tell the person from whom they bought.

Business men should go the limit to ferret out displeased customers. One dissatisfied customer will soon spoil a whole barrel of his satisfied brethren. The most important pieces of business coming into an office are the complaints. Every concern should assign its most skilled hands to deal

with them.

The St. Louis Twice-a-Week Globe-Democrat takes the School-master gently to task for his reference in a recent issue to a lumber company's house magazine which is put out under the name of "Teamwork." The Twice-a-Week Globe-Democrat has been publishing a house publication in the interest of better small-town

TWICE A WEEK OUR CARRIER BOYS put Shopping News into 200,000 homes in greater Cleveland and towns within a thirtymile radius.

They do this in an average time of three hours.

Similar distributions will be made for high-class national advertisers at a reasonable charge. For details write

626 Huron Road

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merchandising and advertising, with the title "Team-Work" since May, 1916. It registered this name in the United States Patent Office in 1917. This emphasizes the advisability of taking every precaution to avoid duplication when selecting the title for a publication. The official Patent Office records should first be consulted. tional verification may be had by searching the fifteen hundred house and employees' magazine titles recorded at the PRINTERS' INK office. Of course, name registration at the Patent Office protects the use of the name only on the same class of goods or merchandise so nearly resembling it as to cause confusion. For example, although slightly more than two hundred concerns are listed in the New York Telephone Directory under the name "Acme," each one is probably legally entitled to the designation. A distinctive name is not likely to be duplicated so broadly and is therefore more desirable.

New York "Evening Post" Changes Rotogravure Size

The New York Evening Post has enlarged its rotogravure section from 200 lines by four columns wide to 280 lines by seven columns wide. The new size carries a total of 1,960 lines per page instead of 800.

Wanted An Experienced Advertising Man

who is accustomed to earning \$5,000 or more a year.

Work will cover New York City on a class magazine — retail.

Must be capable of handling big advertisers for big copy.

High class references required. Address, "H" Box 119, care of Printers' Ink.

The New York University Bureau of Business Research

LEWIS H. HANEY, Ph. D., Director

Announces for Attention of Advertising Managers

MORTALITY AMONG MAGAZINE ADVERTISERS

A Survey of Advertising Mortality

This study covers the period from 1914 to 1921 and contains reliable statistics on points of interest to advertisers, such as size of appropriation, changing from magazines to other media, also reasons for discontinuing when magazines are best media; when not.

Sent postpaid upon receipt of \$1.00

Attention of Sales Managers

THE EXCLUSIVE AGENCY

A Study in the Marketing of Manufactured Products

The report is based upon the experiences and opinions of 150 representative business houses, including both manufacturers and middlemen, in nearly all fields where exclusive agencies are possible. It answers authoritatively the most important questions that are likely to arise concerning the exclusive agency.

Sent postpaid upon receipt of \$1.00

The facts for the above were gathered by personal interviews and by written questionnaires, and are conveniently tabulated for reference.

NEW YORK UNIVERSITY BOOK STORE

100 Washington Sq. New York City

Brains, Personality, Experience—

Plus a young man's ambition, energy, and originality, have carried him to the top in his present connections.

He wants to get into a wider field, where his unusual ability in research, planning, layout, and copy writing will be given greater opportunity.

He is a Christian; age 26; Kentuckian; college education. Can handle technical copy. Familiar with South and Middle West.

For references and samples of work, address "M," Box 263, Printers' Ink.

'GIBBONS Knows CANADA'

TORONT(

MONTREA

WINNIPER

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used
Printers Complete Outfitters
Conner, Fendler & Co., New York City

PERIODICALS, HOUSE ORGANS CATALOGS, etc.-First-class work: A1 service; prices reasonable. Doing printing of this nature, but can take on more. City advantages, country prices, 67 miles from New York. Stryker Press, Wash-ington, N. J. Phone 100.

ARTIST—experienced free lance—may share New York advertising and print-ing office; good light; rent free; ing office; good light; rent free; some work furnished. Box 841, care of Printers' Ink.

FOR SALE

A complete monotype equipment, consist-ing of three keyboards and two casters, with motors. A large assortment of matrices, molds and die cases. For further information address Box 826, P. I.

ADVERTISING PROPOSITION OF MERIT

ESTABLISHED ADVERTISING AGENCY

Wanted for purchase Give all particulars. Banking and business references exchanged Box 832, Printers' Ink

Are Your Sales Falling Off?

Let us put a vital spark into your Direct-Mail Advertising.

General business counsel and advice. Monthly fee can be arranged.

Shall we talk it over?

THE RONALDS SERVICE 189 Mountain Way (Studio) Rutherford, N. J.

Business For Sale

In the Middle West, a concern which manufactures window and store display material, including its complete equipment, three litho. presses, stones (many of them with live designs still used by or them with live designs still used by customers), transfer presses, cutting and creasing machines, power paper cutters, saws, tools, etc. Big bargain for quick action. Owner has other business. Good opportunity to step into a going business with small investment. Address Baker Sales Co., 200 Fifth Ave., New York City.

FOR SALE-for cash and royalty-1924 Copyright and Application for patent on cardboard advertising novelty. Easily made on job press. Should sell im-mensely. Write for sample. H. B. Bond, Nashville, Tenn.

Clear your Canadian classified advertis-ing through

THE CANADIAN CLASSIFIED CLEARING CO. TORONTO, CANADA

Free directory on request.

ATTENTION-CIRCULATION PRO-MOTION ORGANIZATION:

Wanted to hear from you with full par-ticulars of your methods of operating campaigns and results. We have a good deal for someone. Box 838, Printers' Ink.

Advertising Managers, Agency Executives Copy Writers, Production Managers

Invited to join an "Advertising Managers' Group" for mutual improvement in present positions and advancement to better positions through a Connection Service. Private concern, not a club. No dues, yet no altruism. Only for those not a club. with experience and successful record, not beginners. New York. Box 842, P. I.

BOOKBINDERS' MACHINERY PERFORATORS PRE-USED

We are offering these machines— Thoroughly Rebuilt, Fully Equipped, at Exceptional Prices.

Stimpson No. 501, 30 inch Foot Power Perforator, \$575.00. Cost, new, \$700.00. Latham, 28 inch Perforator, with Motor, Salou. Cost, new, \$535.00.

Burton, 30 inch Universal Power Rotary
Perforator, \$475.00. Cost, new, \$690.00.

CONNER, FENDLER & CO.

96 Beekman Street
New York Cite.

New York City

Monthly Magazine For Sale

Established over 14 years. Dominant in its field. Great possibilities for expansion. Buyer can make favorable arrange-ments with out-of-town printer near New York, which will mean very little office rent to pay. Magazine can be run from rent to pay. Magazine can be run from town of publication and owner could reside there. Other interests reasons for present owner selling. Only principals with at least \$15,000 cash need reply. Box 847, care of Printers' Ink. 924

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HELP WANTED

We have an opening for a high-class advertising salesman experienced in general magazine field; commission and drawing account. Publisher, 1716 South Michigan, Chicago.

Exclusive territory and attractive com-mission to advertising agencies or estab-lished representatives throughout United States. Money Making Magazine, 117 West 61st Street, New York City.

WANTED-Commercial Artist, experiwanzed—commercial Artist, experienced in black and white pen drawings for general advertising. Send samples, stating salary, age and experience in first correspondence. Tacoma Engraving Company, Tacoma, Wash.

ADVERTISING SOLICITOR

wanted to cover state for monthly peri-odical in the East. Must have personality and presence that will enable him to meet big

Address communications to "J. G. K.," Box 830, Printers' Ink.

ARTIST-Experienced man with idea and ability to produce clever layouts and finished art work for advertising purposes. Write, stating experience and salary expected. Address Art Dept., Livermore & Knight Co., Providence, R. I.

Direct Mail Experts!

I want the advice of a man of proved ability in marketing by direct mail. One hour's time a week will be enough. Product, a specialty with a real future, sells to all well-rated firms. Business now going well, but an Al mail-order man undoubtedly could run sales into big figures. Interesting work and good profits. Address Box 852, Printers' Ink.

AN OPPORTUNITY

We want a young man, aggressive, intelli-gent, capable and willing to work to take

gent, capable and willing to work to take charge of the advertising department of a monthly periodical in an Eastern State. This periodical has been accorded a remarkable reception and an unusual opening has presented itself for a young man of the type specified.

It will require hard work and plenty of it, but the returns will be commensurate with the effort put forth. Address communications to "J. G. K.," Box 829, Printers' Ink.

COPY WRITER

Advertising copy writer with department store experience, woman pre-ferred. An opportunity is afforded to do all kinds of advertising work, inoo all kinds of advertising work, in-cluding newspaper layout. Applicants must be located so that a personal in-terview may be arranged either in New York or Asbury Park. Address Walter Steinbach, care of Steinbach Co., Asbury, N. J. Wanted—Solicitor with agency experi-ence by progressive and long-established advertising agency. Attractive proposi-tion for the right man. Address, with full particulars, Box 854, Printers' Ink.

Printing Salesman wanted by printer specializing in high-grade color and half-tone printing. If you control a consider-able quantity of this class of work ad-dress us for an interview. Box 837, P. I.

EASTERN REPRESENTATIVES WANTED

Live, independent, thoroughly established trade journal, leader in its field, desires to make new arrangements for Eastern representation. Open to propositions from New York, Philadelphia, Pittsburgh and Boston territories. Give references first letter. Address, Box 823, care of Printers' Ink.

SALESMEN WANTED

Several substantial producing salesmen wanted for immediate work to represent an old-established (28 years) advertising house in placing advertising and display services through yearly contract with retail druggists; good men can make good money and only proven producers need apply. Several territories throughout the country now open. Drawing out the country now open. account and commission. Write giving complete information regarding past experiences, references, nationality, re-ligion, all of which will bear closest investigation. Box 839, Printers' Ink.

HELP!!

—we want to rent brains -and we'll pay for them

these brains are wanted for an active and expanding New England Agency which desires a copy man. are not so concerned with those who talk of "keyed copy" and other red herrings of the advertising Rather we want business. a man whose analysis of life and whose fluent language will strip away the fluff from things and write copy in a vigorous, human fashion that will get to people's hearts and make them talk. Bromide fondlers need not waste our time. Others who would like to make from eight to ten thousand a year write to

Box 855, Printers' Ink

\$300—\$500 Weekly. Our men making it, Selling Service that enables independent retailers, manufacturers meet Department, Chain Store, Mail Order competition. Merits proven by two years' experimental operation. Six months ago we started after volume, some 8,000 dealers adopted Plan. Biggest new development of years in merchandising and advertising field. Hook up with a winner. Only highest type men considered. References required and investigated. T-A-D, 508 South Dearborn Street, Chicago.

WANTED

An Advertising Writer. Must be experienced in conceiving and carrying out a consistent line of advertising discussing efficiency and other matters that will promote good will and improve relations between public and electric lighting and power, street railway and gas companies. Must be able to plan and write attractive booklets descriptive of properties and also write snappy window cards, alogans, etc. State salary expected, experience and present position. All communications strictly confidential. Submit samples of work if possible. Man must have the goods. None "willing to learn" need apply. Good, permanent position to right man. Address "X. Y. Z." Box 827, P. It

WANTED Trade Paper Salesman

Somewhere in New York there is an aggressive young man who has been trained to "go out and get'em." He has had 3 or 4 years' experience under some master-of-trade-paper-salesmen and now knows how to close business and looking for bigger opportunity. For our purpose, experience on a retail paper would be a strong factor. If you can qualify to assume New York representation of an A. B. C. paper, tell me why you can—why you would change—minimum starting salary. Box 857, Printers' Ink.

MISCELLANEOUS

WANTED—Advertising man to occupy delightfully located, very desirable sixroom cottage, with all improvements; garage; lawn cared for; easy commuting distance; \$60 monthly. Bell & Co., Bell-ans Park, Orangeburg, N. Y.

SPANISH TRANSLATIONS
SPANISH COPYWRITING
B. GONZALEZ
Room 1108
1133 Broadway
Watkins 3330-J

POSITIONS WANTED

Experienced sales and detail man now on road seeks connection where he can promote the sale of a staple product; home after February 2d. Box 840, Printers' Ink.

FREE LANCE COPY

New York writer, 8 years' copy chief large agencies, will serve manufacturer or agency. Box 844, Printers' Ink.

HAVE YOU RESPONSIBLE POSITION for experienced woman, strong executive ability, initiative, fond of meeting people in business way. Would travel. Box 849, Printers' Ink.

Spanish copy writer, translator, sales promotion man seeks connection reliable firm or agency, full or part time, established record; highest references. Box 845, Printers' Ink.

Words-that-Work—Whether by letter, pamphlet, folder, broadside, booklet or advertisement—are the specialty of J. M. Haggard, Advertising, 1419 Virginia Avenue, Columbus, Georgia.

Experienced advertising woman with education and personality, having both general agency and mail-order background, seeks worthwhile connection in New York City. Box 833, Printers' Ink.

COPY-SALES PROMOTION

Which advertising agency wants this experienced man? Knows direct-mail and house-organ work. Employed now; free soon. Box 834, Printers' Ink.

Secretary-Stenographer—six years' experience, including advertising—desires position as assistant to busy executive. Willing worker, keenly interested in advertising. \$30. Box 846, Printers' Ink.

SUCCESSFUL ADVERTISING MAN Formerly head of own agency—copy plans—merchandising; aggressive, unusual advertising and selling experience. Now available. Box 859, Printers' Ink.

Editor of leading class magazine desires connection on profit-sharing non-salary basis. Address Box 831, Printers' Ink.

ARTIST

Free-Lance; high-grade commercial work; good lettering; original ideas; reasonable charges. Box 860, Printers' Ink.

EXECUTIVE-ACCOUNTANT

Seventeen years' experience in all branches of business; thoroughly familiar with financing, Federal and Canadian Income, State Income and Franchise tax returns; experienced in handling large forces, installing factory cost and office systems, preparing financial, profit and loss statements; seeks connections with large corporation where results are appreciated. Box 856, Printers' Ink, Chicago, III.

ADVERTISING MANAGER

desires connection. Thirteen years with four large manufacturers of machinery and equipment sold through dealers. Two years' agency experience handling accounts. "Advertising Manager," 2306 Harrison St., Evanston, Ill.

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Superintendent-Position wanted March lst as superintendent, mechanical department afternoon daily. Proven ability as an executive and producer. Knowledge of all departments. Practical printer. At present employed. Box 822, P. I.

HERE'S A "FIND"

Young man, 21, who has the "makings" and some experience in copy writing and layouts, wants a chance to better himself, in an agency in New York City. Address, Box 828, Printers' Ink.

EXECUTIVE—Agency or Advertiser—Male, age 35, 14 years' experience in auditing, order, space buying, research, service, production and allied depart-ments. Al references. Full or part time. Services available now. Box 858, P. I.

AVAILABLE NOW-A man (37); practical knowledge of printing; as advertising or service manager or salesman; experienced advertising agency plan and production. Valuable for agency, photoengraver or printer. Box 861, P. I.

Sales Promotion Executive, Sales Writer and Visualizer

Thoughtful, thorough, trained executive. University educated. Will make a splendid assistant to relieve overburdened Promotional Director of most of his Research, Plan and Copy. Box 853, P. I.

ART AND PRODUCTION MANAGER seeks connection with agency, publisher or printer; New York City. Experienced buyer printing, engraving, etc. First-class letterer, designer, typographer, plans attractive layouts for every purpose. Address Box 850, Printers' Ink.

SALESMAN

Trade paper, ten years' advertising, three years' editorial experience. College grad-Knows the business from both Write Box 862, Printers' Ink. sides.

MEDICAL FEATURE WRITER

Every a with International Feature Syndicate ("Brice Belden, M. D."); twelve years medical editor; long and successful experience in the writing of articles dealing with personal and community health for every department of the press; original methods; highest professional and personal credentials. Address Physician, Box 836, Printers' Ink.

YOUNG EXECUTIVE seeks a larger opportunity as sales or advertising assistant with manufacturer, exporter, advertising agency or service organization. Experiagency or service organization. Experienced in advertising, selling, shop management, production, poster art, dealer displays and copy writing in Canada and United States. Last year in London, England, with large advertising concern. Studious services to considerations when December 1997. Studious, serious, conscientious type. Desires to connect permanently with a progressive organization. Age 30, unmarried, salary around \$3000. Box 851, P. I.

WE CONNECT THE WIRES

OVER TWENTY YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in advertising, publicity and sales departments of trade journals, agencies, mercan-tile and manufacturing concerns, Registration free; no charge to employers.

FERNALD'S EXCHANGE, INC. THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

ADVERTISING SALESMAN-Fully qualified, capable, reliable worker open for engagement; familiar general magazine, class, trade and export fields; have managed branch office and advertising department; wide acquaintance agencies, advertisers New York and Eastern territory; best references; letters confidential. Box 848, Printers' Ink.

> TRADE PAPER Representation

Advertising salesman and Promotion man who has sold space for ten years to advertisers and agencies, would like to represent a single, high-grade, substantial Trade Paper. Maintains own office and would expect it to become New York headquarters for paper. Only interested in permanent proposition. Salary and commission. Box 843, Printers' Ink.

Not a Jack Of All Trades

But a master of Sales, Advertising and Organization work. Mature (age 43), possessing all the qualifications essential to the house with which I desire to connect—i, e., an old-established company, or a young, soundly financed concern. Now em-ployed. For particulars and interview address "M," P. O. Box 321, Grand Central Depct, New York, N. Y.

MORE PUBLISHING PROFITS

A well-known publisher recently said of me: "He has remarkable genius for making live ones out of dead or dormant magazines and business papers."

Genius or not, I have never failed to make a publication produce more profits. I use no patent scheme-just a lot of unusual experience, horse-sense and hard work. I will take charge of one or more departments or the full management, or act in advisory capacity. I want to talk with publishers who need me. Address Box 825, Printers' Ink.

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PLOUGH THE WHOLE FIELD

A FARMER does not plough one half of a field twice instead of ploughing the whole field once.

In the same way the advertiser in the Boston market must not duplicate his efforts in advertising to one group, and ignore the most fertile part of the field. The people of Boston fall into two distinct groups. To sell his goods in Boston to the best advantage the advertiser must cover both of them.

The four major newspapers of Boston are edited to appeal to one or the other of these two groups of people. The one group, which, judged by the way national advertisers spend their money, is the more productive section of the Boston market, is covered in

its entirety by the Herald-Traveler. Only a minor fraction of it can be reached by any other paper or combination of papers. Three papers serve the other group in a practically identical way.

To plough the whole field of Boston it is evident that the advertiser must, as most advertisers do, use the Herald-Traveler in combination with one of the other three papers. Those who are experienced know that advertising in the Herald-Traveler creates a prompt and well-sustained demand that no other paper produces. None know this better than national advertisers, who year after year use more space in the Herald-Traveler than in any other Boston daily newspaper.

The reasons for this are made clear in "The Road to Boston," a booklet which the Herald-Traveler will gladly send when requested on business stationery.

WHAT IS "Advertising?"

The following newspapers are said by The Los Angeles Times to have carried the most "advertising" in 1923:

				Agate Lines
Los Angeles Time	8			29,520,841
Detroit News -				29,067,696
Chicago Tribune	-	-		28,041,477
Pittsburgh Press		-	-	24,273,004
New York Times				24.101.226

But this does not tell the whole story. It ignores circulation and implies that "advertising" is synonymous with lineage. When Brunswick buys one page in The Chicago Tribune or in The Saturday Evening Post it is buying ten times as much "advertising" as the Bingville dealer who buys ten pages in the local paper with 5,000 circulation. To determine relative volume of "advertising" the above lineage must be considered together with the following circulation figures, taken from the Standard Rate and Data Service:

		Week days	Sundays
	Chicago Tribune	567,000	877,000
~	New York Times	333,000	535,000
	Pittsburgh Press	157,000	221,000
	Detroit News	163,000	212,000
	Los Angeles Times	122,000	175,000

It is obvious from the above that each page in The Chicago Tribune during 1923 received more circulation and yielded more advertising than the same lineage in the next two papers combined. The Tribune prints far more advertising than any other publication on earth.

The Chicago Tribune

S 9, 1924

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